

**Post-Newsweek first victim in 1973 challenge season  
Exclusive analysis tracks broadcasting's media share**

# Broadcasting Jan 8

The newswweekly of broadcasting and allied arts

Our 42nd Year 1973

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**We're  
changing  
our names,  
too... but not  
our spots  
on the dial**



WDSU AM/FM, a New Orleans earmark for 50 years, will now be known as WGSO-AM and WQUE Stereo 93. WDSU-AM and WDSU-FM are changing their names but not their spots on the radio dial. The same great listening (only better) will still be the 1280 and 93 spots in New Orleans.

 **wgso** radio 1280  
new orleans

 **wque** stereo 93  
new orleans

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**T**he Broadcasters Promotion Association awarded HRP the 1972 Gold Certificate of Excellence for our market presentation, "A Tale of One City".

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HRP first won BPA honors in 1967 for that year's outstanding sales presentation. In 1970, we again took top honors with our trade campaign, "Television Innovators". Our 1971 presentation, "Chinese New Year" brought us our third BPA award.

HRP. The only TV Representatives to win more than one BPA award.

**hrp**

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**ending.**

ALLAN J. KNOPF  
President



**HAMBURGERS**

December 11, 1972

BALTIMORE, MD. 21201  
PHONE (301) 727-5600

Mr. Donald P. Campbell  
Vice President & General Manager  
WMAR-TV  
6400 York Road  
Baltimore, Maryland 21212

Dear Mr. Campbell:

We are so excited about the response we received from the television documentary, "John F. Kennedy: Years of Lightning, Day of Drums", I wanted to share my good fortune with you. The response was so overwhelming and complimentary, we are still receiving plaudits from our customers even though the show was viewed the evening of November 21st...that's a full three weeks ago.

Attached please find some of the letters which, believe me, are just a sample of the many we received and are still receiving daily. We had ordered 10,000 commemorative medallions of John F. Kennedy, and by 10:30 the next morning, after the telecast, 5,000 were gone, and the other 5,000 were depleted by the end of the day. If this is any indication of the pulling power of TV, Hamburgers will be taking a long hard look at our media mix for next season.

The good-will incurred is immeasurable. We have always taken an aggressive role in the well-being of our community. Our 122 years of leadership attests to that, and Hamburgers couldn't be more proud or gratified in presenting this important tribute of our late President to the citizens of Baltimore. We look forward to the second presentation of this show on WMAR-TV sometime next November, and know the response will be equally gratifying.

Thank you and your staff for all the help and promotion you gave this worthwhile documentary. It is also a tribute to your good judgment in presenting this show on your station.

Sincerely,

Allan J. Knopf  
President

AJK/r1b

Enclosures

REISTERSTOWN PLAZA

CHARLES CENTER  
EASTPOINT

YORK ROAD  
HARUNDALE

WESTVIEW  
LANCASTER PARK CITY

LANDOVER MALL

## KEY TO SUCCESS IN PUBLIC SERVICE PROGRAMING



"YEARS OF  
LIGHTNING,  
DAY OF  
DRUMS"

November 21, 1972  
9:30-11 PM

METRO  
RATING\*  
19

METRO  
SHARE\*  
31

TOTAL  
HOUSEHOLDS\*  
156,000

\*Source:  
November 1972 NSI  
Subject to inherent  
limitations as stated  
in applicable reports.

In Maryland Most People Watch

**WMAR-TV**

TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION

# Broadcasting Jan 8

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ATLANTA  
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OMAHA  
**WLOF**  
ORLANDO  
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ORLANDO  
**KOAM-TV**  
PITTSBURG KANS.  
JOPLIN MO.  
**KMEN**  
SAN BERNARDINO  
**KABL-AM/FM**  
SAN FRANCISCO  
**WSBT-TV**  
SOUTH BEND  
**WSBT-AM/FM**  
SOUTH BEND  
**KAKE-TV**  
WICHITA  
**KAKE-AM/FM**  
WICHITA  
**WPAT-AM/FM**  
NEW YORK  
**WTVJ**  
MIAMI  
**WVCG**  
MIAMI  
**WYOR**  
MIAMI  
**WVTV**  
MILWAUKEE  
**WZUU-AM/FM**  
MILWAUKEE  
**KEEY-AM/FM**  
MINNEAPOLIS/ST. PAUL  
**WLAC-TV**  
NASHVILLE  
**WHEC-TV**  
ROCHESTER, N.Y.  
**WWL-TV**  
NEW ORLEANS  
**WWL-AM/FM**  
NEW ORLEANS  
**WKY-TV**  
OKLAHOMA CITY  
**WKY**  
OKLAHOMA CITY  
**WESH-TV**  
ORLANDO  
DAYTONA BEACH  
**WTVN-TV**  
COLUMBUS, O.  
**WTVN**  
COLUMBUS, O.  
**WBUK**  
COLUMBUS, O.  
**KALB-TV**  
ALEXANDRIA, LA.  
**KVII-TV**  
AMARILLO  
**KERN**  
BAKERSFIELD  
**WMAR-TV**  
BALTIMORE  
**WMAR**  
BALTIMORE  
**WLBZ-TV**  
BANGOR, MAINE  
**KAYC**  
BEAUMONT  
**KAYD**  
BEAUMONT  
**KOGO**  
SAN DIEGO  
**WKRC**  
CINCINNATI  
**WKRC**  
CINCINNATI  
**WKRC**  
CINCINNATI  
**KTVT**  
DALLAS/FORT WORTH  
**KMGH**  
DENVER  
**KTLK**  
DENVER  
**KHEY**  
EL PASO  
**KTBS**  
SHREVEPORT

**KHQ-TV**  
SPOKANE  
**KHQ-AM/FM**  
SPOKANE  
**WICS/WICD-TV**  
SPRINGFIELD  
CHAMPAIGN, ILL.  
**WTVT**  
TAMPA/ST. PETERSBURG  
**KAKC-AM/FM**  
TULSA  
**WRUN-AM/FM**  
UTICA  
**WKBN-TV**  
YOUNGSTOWN  
**WKBN-AM/FM**  
YOUNGSTOWN  
**WLIF**  
BALTIMORE  
**WJR-AM/FM**  
DETROIT  
**KATU-TV**  
PORTLAND, ORE.  
**WHIM-AM/FM**  
PROVIDENCE

**WNYR**  
ROCHESTER, N.Y.  
**WEZO**  
ROCHESTER, N.Y.  
**KBEE-AM/FM**  
MODESTO  
**KFBK-AM/FM**  
SACRAMENTO  
**KOLA**  
SAN BERNARDINO  
**KGTV**  
SAN DIEGO  
**WNEP-TV**  
SCRANTON  
WILKES BARRE  
**WQAD-TV**  
DAVENPORT  
ROCK ISLAND  
MOLINE/E. MOLINE  
**KOMO-TV**  
SEATTLE  
**KOMO**  
SEATTLE

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**WFBC-TV**  
GREENVILLE  
SPARTANBURG, S.C.  
ASHEVILLE, N.C.  
**WFBC-AM/FM**  
GREENVILLE, S.C.  
**WEZW**  
MILWAUKEE  
**KHVV-TV**  
HONOLULU  
**KHTV**  
HOUSTON  
**KNUZ**  
HOUSTON  
**KQUE**  
HOUSTON  
**WSAZ-TV**  
CHARLESTON  
HUNTINGTON, W. VA.  
**WRTV**  
INDIANAPOLIS  
**WJTV**  
JACKSON, MISS.  
**WSLI-AM/FM**  
JACKSON, MISS.  
**WDAF-TV**  
KANSAS CITY  
**WDAF-AM/FM**  
KANSAS CITY  
**WXII-TV**  
WINSTON SALEM  
GREENSBORO  
H. POINT  
**WSLR**  
AKRON  
**KGGM-TV**  
ALBUQUERQUE  
**WOKO**  
ALBANY  
**KTBC-TV**  
AUSTIN  
**KTBC-AM/FM**  
AUSTIN  
**WAFB-TV**  
BATON ROUGE  
**KPOI-AM/FM**  
HONOLULU  
**KRNT-TV**  
DES MOINES  
**KRNT-AM/FM**  
DES MOINES  
**WFIE-TV**  
EVANSVILLE  
**WOTV**  
GRAND RAPIDS  
**WOOD-AM/FM**  
GRAND RAPIDS  
**WFRV-TV**  
GREEN BAY  
**KRVN-AM/FM**  
LEXINGTON, NEB.  
**WAVE-TV**  
LOUISVILLE  
**WAVE**  
LOUISVILLE  
**WMAZ-TV**  
MACON  
**WMAZ-AM/FM**  
MACON  
**WREC-AM/FM**  
MEMPHIS  
**WBRC-TV**  
BIRMINGHAM  
**WGR-TV**  
BUFFALO  
**WGR-AM/FM**  
BUFFALO  
**WMT-TV**  
CEDAR RAPIDS  
WATERLOO  
**WMT-AM/FM**  
CEDAR RAPIDS  
**WHK**  
CLEVELAND  
**WMMS**  
CLEVELAND  
**KKTV**  
COLORADO SPRINGS  
PUEBLO  
**WRBL-TV**  
COLUMBUS, GA.  
**KEYS**  
CORPUS CHRISTI  
**WPLR**  
NEW HAVEN  
**WVEC-TV**  
NORFOLK, VA.  
**WNDR**  
SYRACUSE  
**WBIR-TV**  
KNOXVILLE  
**WBIR-AM/FM**  
KNOXVILLE  
**WWGO**  
ERIE  
**WCCK**  
ERIE  
**WRAL-TV**  
RALEIGH/DURHAM  
**WWNC**  
ASHEVILLE  
**KMJ-TV**  
FRESNO  
**WRCH**  
HARTFORD  
**WKRC**  
MOBILE  
**WKRC**  
MOBILE  
**KAAY**  
LITTLE ROCK  
**WREI**  
MEMPHIS  
**KSBV**  
SALINAS  
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**WCSH-TV**  
PORTLAND, ME.  
**KTIV-TV**  
SIOUX CITY  
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# Announcing the Janus Awards

## for Excellence in Financial News Programming

The Mortgage Bankers Association of America (MBA) presents the Janus annual awards program to recognize radio and television broadcasting stations whose financial news programs have made a significant contribution to community understanding of commerce and finance during the 1972-73 season. ☐ The competition is designed to encourage broadcasters to provide authoritative, *regularly-scheduled* programs characterized by informed, comprehensive coverage of financial news. It is likely that the content of a good program will expand the economic knowledge of the audience. ☐ A distinguished panel of judges from the academic, business, and journalistic communities will select the award-winning entries. The award statuette's will be presented to the winning stations during the MBA National Conference in New York in April, 1973. Winners may exploit the award in appropriate promotion of the station or winning program. ☐ If your station aired a good financial show series between July 1, 1972, and February 1, 1973, call MBA today (202-833-3370) requesting an entry form and guidelines, or mail coupon.

Robert L. Gray, Director of Public Relations  
Mortgage Bankers Association of America  
1125 Fifteenth Street, N.W.  
Washington, D.C. 20005

Please send entry form and guidelines to: \_\_\_\_\_

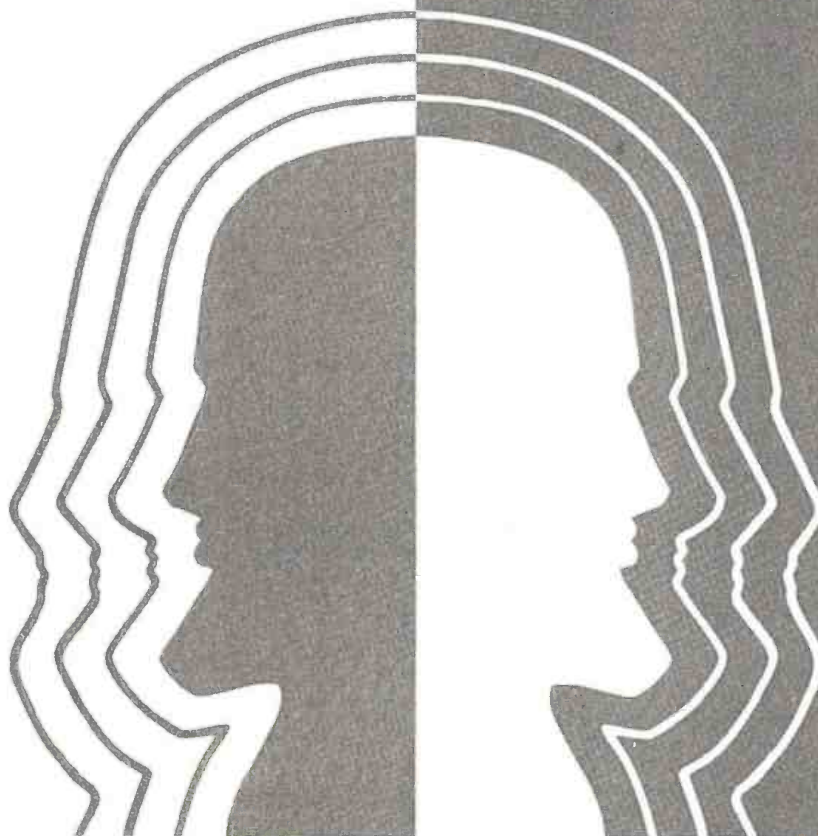
Station call letters      Attention of

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_





# Closed Circuit.®

## Wraps off?

FCC is considering temporarily waiving antisiphoning rules for cable-television systems in same markets, such as New York, where companies using new technologies are transmitting movies and other events for pay, without restriction. Commission has been stymied for months in resolving issues raised by Sterling Manhattan Cable's request that commission bar Trans World Communications from using telephone lines to transmit movies for fee into New York hotels as well as by proposal of Columbia Pictures (parent of Trans World) to feed movies and other material, also for fee, into hotels in several other cities ("Closed Circuit," Oct. 30, 1972).

FCC has been inclined to deny Sterling complaint and grant Columbia's application while at same time it issues rulemaking to determine how such services are likely to develop, what impact they may have on other communications systems, and what restrictions, if any, should be imposed on them. However, commission, apparently moved by Cable Television Bureau arguments, is now concerned over fate of cable systems competing with unrestricted services during pendency of rulemaking. As result, waiver of antisiphoning rules is seen as way of evening odds. Commission is expected to act this week.

## Hard bargaining

Negotiations between Office of Telecommunications Policy and television networks over "voluntary" cutback of reruns are getting nowhere. Networks feel they have nothing to gain, great deal to lose by yielding to White House pressure outside regulatory process. One network says no suggestion advanced so far by OTP chief Clay Whitehead would cost it less than \$10 million annually in profits.

OTP isn't giving up. Next escalation of pressure will be new study of network economics citing continuing climb in profit picture. It should emerge in next two weeks.

## Fogbound

Confusion surrounding Nixon administration's proposed bill on license renewal may be lifted somewhat this week. Clay T. Whitehead, OTP director, whose tough speech last month criticizing network news operations appears to have misled many regarding purpose and details of bill (BROADCASTING, Jan. 1), plans to discuss measure itself in speech before National Academy of Television Arts and Sciences in New York on Thursday. He is not expected to take back what he said in Indianapolis speech about importance of licensee responsibility. But, if present intentions hold, speech will focus on bill as legislative matter. Additional

insight into his thinking is expected in response to letter from Mark Evans, Metromedia Inc., who as head of National Association of Broadcasters task force on license renewals, has asked for clarification of speech as it related to bill.

Meanwhile, in view of proposed bill, observers saw considerable irony in speculation that one or more of last week's challenges to Post-Newsweek stations in Florida (see page 16) were somehow linked to Nixon administration's antipathy to associated *Washington Post*. If enacted, bill would afford incumbent licensee considerable protection against kind of challenges being mounted against Post's stations.

## Pitch is in

RKO General, pursuing one-to-a-market approach in broadcast-station ownership, reportedly has made offer of \$4.5 million for KSTP-AM Minneapolis-St. Paul and is awaiting answer from Hubbard Broadcasting Co. chairman-founder, Stanley E. Hubbard. Station, founded in 1928, is on 1500 khz with 50 kw full time. It is NBC affiliate, and was first station in Hubbard group, which also comprises KSTP-FM-TV, KOB-AM-FM-TV Albuquerque, N.M., WGTO(AM) Cyprus Gardens, Fla., and WTOG-TV St. Petersburg, Fla.

## Next dance

One down, another to go: With agreement reached on new radio-station music license contract with American Society of Composers, Authors and Publishers (BROADCASTING, Dec. 11, 1972, et. seq.), All-Industry Radio Music License Committee starts talking this week with Broadcast Music Inc. about new BMI contracts. Current ones expire Dec. 31 this year. With reduction gained from ASCAP and contract-escalated increase in BMI's effective first of this year, two services' rates are almost on par: ASCAP's is now 1.725% and BMI's 1.7%.

## Numbers game

Representatives of National Organization for Women had private meeting with FCC members last Thursday to discuss job that commission is doing in prohibiting broadcasters from discriminating in employment practices against women and minority-group members. NOW representatives, Wilma Scott Heidi, president, criticized technique commission now uses to check for discrimination (it takes closer look at renewal applicants whose records indicate they employ no blacks or women or show decrease in employment in those categories) and suggested use of discrimination index as alternative.

In index system number of women and minorities in top jobs at station would be measured against percent of women and minority groups in market's

labor force. (Example: station in area where women account for 40% of labor force would be expected, according to theoretical ideal, to have eight women among 20 top job holders.) Stations would then be ranked according to their discrimination index, and commission could decide how many of them warranted further attention.

## In the family

Professional consultants, including engineers and lawyers, may find hard going with long-time licensee clients if they participate in preparation of applications opposing license renewals of old-line stations with good records. Inkling of this came last week when engineering firm was advised to forgo association with one of applications for WJXT-TV facility of Washington Post Co. (story page 16) or lose account.

## Moving out

There will be vacancy on majority side of House Communications Subcommittee if Democrats approve bid just made by Representative Robert O. Tiernan (D-R.I.) for seat on powerful Appropriations Committee. Mr. Tiernan, who has been on Communications unit of Commerce Committee since his election to Congress in 1967, has been champion of long-range funding for public broadcasting and late last year offered bill for loans to cable systems to expand into rural areas.

## Magnuson peeved?

Among new faces around Corporation for Public Broadcasting board meeting this week (Jan. 10) will be Irving Kristol, named by President Nixon to fill vacancy left by death of Saul Haas, Seattle broadcaster. His was interim appointment, which has given rise to questions from Capitol Hill about validity of any votes he may cast before Seattle confirmation. Murmuring has been low key, but there's evident unhappiness that Democratic vacancy went to Nixon-leaning conservative instead of, for example, someone like Dorothy Bullitt of KING Stations, who was Senate Commerce Committee Chairman Warren Magnuson's candidate for post.

## Riding again

American Bakeries Co., Chicago, is reportedly launching extensive radio campaign shortly on behalf of its Merita bread, having signed for 52-week sponsorship of original network series of yore, *The Lone Ranger*, in 41 southern markets, including Miami, Richmond, Jacksonville, Fla., and Charleston, S.C. Transaction was made by Charles Michelson Inc., New York, program distributor, and Vitt Media International, New York, and marks first multi-market deal on *Ranger* in 22 years.

# At Deadline

## Fort Worth media deal hits \$115 million mark

**Carter family's WBAP-AM-FM, along with newspaper, will be sold to Capcities for \$80 million; LIN gets WBAP-TV for \$35 million**

Fort Worth broadcasting and publishing interests of Carter Publications Inc. were near sale last week to Capital Cities Broadcasting Corp. and LIN Broadcasting Corp. for total of \$115 million. Agreement in principle was reached Friday (Jan. 5) in Fort Worth by chief executives, including Amon Carter Jr., Thomas Murphy of Capcities and Donald Pels of LIN.

Capcities is buying WBAP-AM-FM and *Fort Worth Star-Telegram* for \$80 million. LIN is buying WBAP-TV for \$35 million. Gross figures include commissions to media broker Charles Dunbar of Palm Beach, Fla., and E. F. Hutton Co., representing seller. Howard Stark was consultant to Capcities on radio sale and Vincent Manno consultant on newspaper. Buyers are to pay FCC transfer fees. There were reports that Hutton, large Wall Street investment firm (with which Robert Pauley, one-time president of ABC Radio and later of Mutual, is now associated) had been given guarantee of more than \$1 million fee by Carter to find buyer for properties—which under late Amon Carter's will had to be sold in package.

Included in Capcities' acquisitions are two Fort Worth suburban publications, semi-weekly *Arlington Citizen-Journal* and shopping guide in Oak Cliff.

Carter Publications is principally owned by Amon Carter Foundation (23.34%); Mr. Carter Jr. (19.08%); Ruth Carter Johnson, daughter of senior Carter (19.08%), and Nenetta Burton Carter, widow of senior Carter (15.54%). Lesser stockholders include Abe Herman, attorney; Jack Campbell, general manager of company, and Jack L. Butler, editor of paper.

Ownership of *Star-Telegram* would be major addition to Capital Cities' current publishing interests, and WBAP-AM-FM would bring company's radio stations to FCC's full seven-station limit in AM and to within one of that limit in FM. Its current radio stations—in addition to five V's and one U in television—are WROW-AM-FM Albany and WKBW(AM) Buffalo, both N.Y.; WPRO-AM-FM Providence, R.I.; WPAT-AM-FM Paterson, N.J.; WJR-AM-FM Detroit and KPOL-AM-FM Los Angeles. Capcities' publishing interests are Fairchild Publications Inc., publisher of *Women's Wear Daily* and other trade publications; *Oakland Press* (formerly *Pontiac Press*), Pontiac, Mich., and *Belleville* (Ill.) *News Democrat*.

WBAP(AM) is major-area station on

820 khz with 50 kw. WBAP-FM is on 96.3 mhz with 85.8 kw and antenna 1,440 feet above average terrain.

WBAP-TV would be added to LIN broadcast roster that currently consists of WAND(TV) Decatur, Ill.; WAVY-TV Portsmouth-Norfolk-Newport News, Va.; WFIL(AM) Philadelphia; WAKY(AM) Louisville, Ky.; KEEL(AM)-KMRQ(FM) Shreveport, La.; KAAV(AM) Little Rock, Ark.; WBBF(AM)-WBFB(FM) Rochester, N.Y.; WIL-AM-FM St. Louis and KILT-AM-FM Houston.

WBAP-TV, on channel 5, is the NBC-TV affiliate for Dallas-Fort Worth.

Both Capital Cities and LIN Broadcasting are publicly owned companies. Their shares are traded on the New York Stock Exchange and over the counter respectively. LIN is reportedly financing the WBAP-TV purchase through a group of New York banks.

## PBS fights back at efforts by CPB for more control

Public Broadcasting Service board told Corporation for Public Broadcasting last week that latter should not try to operate network and that PBS is opposed to moves that seem to lead toward centralized control. This is gist of statement made by new PBS chairman Robert F. Shenkkan, KLRN-TV Austin, Tex., at news conference Friday (Jan. 5) after two-day PBS board meeting in Washington. CPB board meets Wednesday (Jan. 10).

Mr. Shenkkan said CPB is moving toward total control of public broadcasting, contrary to the intent of Congress. He said new PBS statement to that effect is being circulated to public-station managers over weekend and it will be made public this week.

Programs PBS board voted to recommend for renewal in 1973-74 season were these, among others: *Public Affairs* 1973, *Firing Line*, *Week in Review*, *Black Journal*, and *For the Record*. These are not among 26 listed for funding by CPB last month although at that time CPB said it was still considering additional public affairs and cultural programs (BROADCASTING, Dec. 18, 1972).

Hartford N. Gunn Jr., president of PBS, said he had been told by William F. Buckley Jr. that CPB officials had told him (Mr. Buckley) that *Firing Line* would not be funded in new season because CPB was opposed to "personalities" and "topicalness" in public-affairs programs. Late last week, Mr. Buckley indicated he plans to seek private financing to keep his program on public broadcasting, or, in alternative, would consider commercial TV, which is where his program started.

PBS said its program recommendations

were based on \$45 million appropriation level, as specified by CPB. But confusing situation further was report by National Association of Educational Broadcasters to members over weekend that best guess for new fiscal budget for CPB will be \$35 million (down from current \$45 million). NAEB also reported that appropriation for facilities grants may be pared to \$8 million, down from earlier prospect of \$13 million and far below \$25 million appropriated by Congress last year but which was vetoed by President Nixon. That bill, for all of Health, Education and Welfare Department funds, also contained \$45 million for CPB.

## FCC sets up rulemaking on public availability of station program logs

New rules requiring radio and television stations to make their program logs available for public inspection have been proposed by FCC.

Under proposed rules, program logs, which are not now required to be maintained in stations' public files, would have to be retained by licensee for two years or length of license term, whichever is greater. (Present rules require logs to be kept on file—but not for public access—for two years to facilitate possible FCC investigations). Commission said after new license is granted stations could destroy logs that are at least two years old. Because of considerable bulk of these documents, FCC recommended that they be filed at some other public place, such as library, rather than at station.

Proposal was initiated at request of National Citizens Committee for Broadcasting, which also wanted commission to institute more stringent record-keeping rules regarding non-entertainment programming. Commission said latter request needs further study, but that public-access provision can be acted on now. It expressed hope that proposed rule would encourage "continuing dialogue" between licensees and members of community, as opposed last-minute adversary relationship between those interests at license-renewal time.

Comments on proposal are due Feb. 2; replies on Feb. 16.

## Dispute over Tijuana FM's may be close to settlement

U.S.-Mexican agreement providing for allocation of FM commercial and non-commercial stations within 200 miles of each side of Mexican border has been ratified by Mexican senate, U.S. was notified on Friday (Jan. 5). U.S. is treating measure as executive agreement that does not require Senate ratification.

Officials note that effective date of

agreement will not be known until Mexican president signs agreement and it is formally published in accordance with Mexican law.

However, ratification by Mexican senate presumably clears away last obstacle to Mexican government's moving against two Tijuana FM's that San Diego broadcasters say are competing with them by beaming American-style programming into their market.

Along with FM agreement, two countries signed "special arrangement" which says that stations established under main agreement "within the jurisdiction of each [government] will be assigned and operated for the basic purpose of providing an effective service to nationals within its frontiers."

Mexican government informed U.S. State Department in August that investigation would be made to determine whether Tijuana stations, both operated by Paul Schafer, former owner of Schafer Electronics Corp., are violating Mexican law (BROADCASTING, Aug. 14, 1972).

Later, State Department was assured Mexican government would take "appropriate action," in light of its obligations under its international agreements, including new side agreement, and its own laws (BROADCASTING, Nov. 13, 1972). State Department officials on Friday said ball was still in Mexicans' court on Schafer issue.

## FCC says its OK only is necessary for interstate MDS systems

FCC has held that applicants for omnidirectional microwave stations in Multi-point Distribution Service need not seek state certification if applicants intend to provide interstate service.

Commission laid down new policy in emerging MDS field in order that rejected petitions by MDS applicants seeking dismissal of competing applications on ground they had not been certified by state public utilities commissions. Applications are for microwave stations in Charlotte and Winston-Salem, both North Carolina, and Jacksonville, Fla.

MDS is means of transmitting closed-circuit television signal or other information from central location to multiplicity of customer-selected points. Commission proposed establishment of MDS, in rule-making notice issued last April, after receiving increasing number of applications proposing relay service for closed-circuit television.

Petitioning MDS applicants said that public utilities commissions in their respective states have asserted regulatory jurisdiction over intrastate common-carrier service provided through omnidirectional microwave facilities. Accordingly, they said, competing applications should be dismissed for lack of state certification.

But commission, in unanimous decision, held that while MDS may involve service largely intrastate in its initial development, substantial portion is likely

include transmissions between states. Because of this and "unique characteristic" of MDS, commission said, it should retain full control over selection of licensees where interstate service is to be involved. It also said, however, that if interstate service is not initially anticipated in MDS application, state certification, when required by state, will be FCC prerequisite.

## Going to hearing: WCVI

License-renewal application of WCVI(AM) Connellsville, Pa., has been designated for hearing by FCC to resolve issues including question of whether station principal used facilities to serve vested interest. Commission said inquiry into WCVI operation, initiated following complaint by local citizen group calling itself Freedom Committee, raised "serious questions" as to whether Connellsville Broadcasters Inc. is qualified to remain licensee.

Principal issue to be resolved in hearing, commission said, is whether licensee President Dr. Cam T. Troile, who is chief of staff at Connellsville State general hospital, encouraged programming on WCVI concerning controversy surrounding health care offered by that institution that was designed to protect his private interests. Other allegations against licensee include fraudulent billing, fairness-doctrine violations, improper identification of political announcements and questions regarding maintenance and availability of station files.

## Sole victim in renewal batch

Last week was deadline for objections to renewals of stations in Florida, Guam, Puerto Rico and the Virgin Islands, and only one station there, WCMQ(AM)

### In Brief

**Consumer news.** Consumers Union, publisher of *Consumer Reports*, has formed broadcast and film division to serve radio and television with information on consumer developments and to initiate production in this area. Gordon Hyatt, producer of documentaries for CBS and NBC, has been named director of new division.

■ **Has happy day.** Diamond P Enterprises, Hollywood, has acquired Hap Day Industries Inc., Boston radio syndicator, from Carson Roberts division of Ogilvy & Mather. Hap Day, producer and distributor of "Have a happy day" radio promotion, will become sales, marketing division of Diamond P and remain in Boston. ■ **Try again.** Citizen groups in Texas and Illinois are seeking review by U.S. Court of Appeals in Washington of FCC renewal grants to WCFL(AM) Chicago and WOAI-TV San Antonio, Tex. Parties in both cases had previously objected to renewals at FCC.

■ **Via satellite.** FCC Common Carrier Bureau has OK'd use of communications satellite for statewide coverage of opening session of Alaska legislature. Pacific Intelsat IV and ground station constructed by RCA Alaska Communications Inc. will provide hook-up.

Miami, was hit by petition to deny. Filing against Spanish-language facility was CMQ Corp., itself local Spanish-language program distributor. Firm told FCC that station's use of those call letters is "attempt . . . to palm off its product and to trade upon the reputation of CMQ" in anticompetitive manner. Programmer alleged that station's product was inferior and that potential customers could mistakenly connect two operations and cause firm's reputation to suffer. WCMQ changed call from WLTO last October.

## Spot check

Inaugural Committee last Friday (Jan. 5) was considering recommendation by its vice chairman, Mark Evans, Metromedia vice president, that it delete from inaugural public service tapes references to medallions being made and sold by Franklin Mint. Mr. Evans said since this is commercial venture it should not be included in spots that have been sent to TV and radio stations around country publicizing inaugural ceremonies and plugging sale of special mementos. This feature has caused objections from some broadcasters, although there have been no objections to use of spots otherwise.

## OTP will still be there

Office of Telecommunications Policy was expected to escape major impact of sharp cuts in Executive Office that were to be announced last Saturday (Jan. 6). Exact size of cut in OTP staff probably will not be known until later this month when President sends Congress his budget for fiscal 1974. But indications were OTP's staff cut will be among smallest in Executive Office. Some offices are expected to be eliminated entirely, some are due for extensive reductions in size, by as much as 50% in some cases. OTP now has authorized staff of 65.

There were also fresh reports last week that OTP's director, Clay T. Whitehead, will remain on job.

## NAB asks GAO for fairness

National Association of Broadcasters asked General Accounting Office last Friday (Jan. 5) to remove "discriminations" against broadcasting in Federal Election Campaign Act of 1971. Candidate, it was pointed out, may spend all his funds in nonbroadcast media, but only 60% in TV and radio. And, it was also noted, broadcasters must charge candidates only lowest unit rate, while other media are permitted to charge comparable rate. Recommendations were made by Vincent T. Wasilewski, NAB president, in answer to request for comments from Philip S. Hughes, director of federal elections at GAO.

Mr. Wasilewski also made two other suggestions: Remove "reasonable access" provision that applies only to broadcasting and revise certification provisions by eliminating need for certification when passing mention is made by one candidate in support of another candidate and to permit access to air by nonparty groups or persons acting independently.

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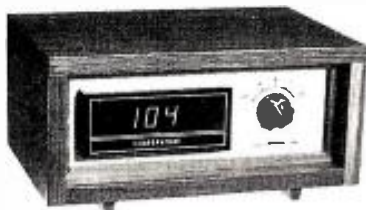
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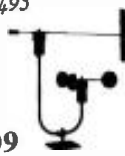
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## This week

Jan. 8-10—Oral argument on matters related to children's television programming, *Broadcast Bureau*, FCC (see story, page 31). FCC headquarters, Washington.

Jan. 9—Panel on buying radio and television time, *National Retail Merchants Association* 62d annual convention. Television panel includes Ave Butensky of Dancer-Fitzgerald-Sample, New York, and Richard E. Reed of WLWT(TV) Cincinnati. Radio panel includes George Idealson of Henry J. Kaufman, Washington. New York Hilton, New York.

Jan. 9-12—Joint board meeting, *National Association of Broadcasters*, Canyon hotel, Palm Springs, Calif.

■ Jan. 10—Deadline for receipt of entries in *George Foster Peabody Broadcasting Awards*. Contact: School of Journalism, University of Georgia, Athens, 30602.

Jan. 10—Meeting, board of directors, *Corp. for Public Broadcasting*, WMPB(TV) Owing Mill, Md., and Hunts Valley Inn, Cockeysville, Md.

Jan. 11—Hollywood Radio and Television Society luncheon meeting with FCC Chairman Dean Burch as guest speaker, Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Jan. 11—Midwinter meeting, *Wyoming Association of Broadcasters*. Featured speaker: Jerry Black, KSEN(AM) Shelby, Mont. Hitching Post inn, Cheyenne.

Jan. 11-12—Seminar on broadcast sales management principles, sponsored by *Brown Institute and KSMM(AM) Skakopee*, Minn. Brown Institute, 3123 East Lake Street, Minneapolis.

Jan. 12-14—Annual midwinter conference, *Florida Association of Broadcasters*, Daytona Plaza hotel, Daytona Beach.

Jan. 12-16—Consumer Electronics Show, sponsored by *Electronic Industries Association*. To be shown: TV, radio, phonograph, tape and audio equipment. Conrad Hilton hotel, Chicago.

## Also in January

Jan. 15—Deadline for entries in annual television newfilm competition sponsored by *National Press Photographers Association and University of Oklahoma School of Journalism*. Contact: Bruce Hinson, School of Journalism, 860 Van Fleet Oval, University of Oklahoma, Norman.

Jan. 15—Final date for filing comments on FCC notice of inquiry and notice of proposed rulemaking considering the operation of, and possible changes in, the prime-time access rule.

■ Jan. 15-16—Open meetings of steering committee, *Cable Television Federal/State-Local Advisory Committee*. San Diego City Administration building, room 2000, 202 C Street, San Diego.

Jan. 15-17—Ninth annual convention, *Illinois-Indiana CATV Association*. Featured speaker: David Foster, NCTA president, Indianapolis Hilton. Contact: Tom Wendt, manager, Marion Cable Television, Marion, Ind.

Jan. 18-19—Annual winter meeting, *California Broadcasters Association*. El Mirador hotel, Palm Springs.

■ Jan. 18—Luncheon meeting, *Pacific Pioneer Broadcasters*. Empire room, Sportsmen's Lodge, North Hollywood, Calif.

■ Jan. 19-20—Society of Motion Picture & Television Engineers seventh annual winter television conference. Sonesta Beach hotel, Key Biscayne, Fla.

■ Jan. 21-23—Midwinter meeting, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.

■ Jan. 23-25—Georgia radio-television institute, sponsored by *Georgia Association of Broadcasters and Henry W. Grady School of Journalism*. Georgia Center for Continuing Education, University of Georgia, Athens.

Jan. 24-25—Annual consumer assembly, *Consumer Federation of America*. Keynote speaker: Senator Charles Percy (R-Ill.). Statler Hilton hotel, Washington.

Jan. 25-27—Annual winter conference, *Alabama Broadcasters Association*. All American inn, Auburn.

■ Jan. 28—Hollywood Foreign Press Association's 30th annual Golden Globe Awards presentation, with Richard Crenna as master of ceremonies. Los Angeles ballroom, Century Plaza hotel, Los Angeles.

Jan. 28-29—Meeting, *Oklahoma Broadcasters Association*. Lincoln Plaza, Oklahoma City.

Jan. 28-30—Annual Golden Globe Awards of *Hollywood Foreign Press Association*. Presentations in

motion picture and TV categories. Century Plaza hotel, Los Angeles.

Jan. 28-31—Annual convention, *National Religious Broadcasters*. Featured speakers include: Dean Burch and Benjamin Hooks, FCC commissioners; Vincent Wasilewski, NAB president; David Foster, NCTA; W. Clement Stone, philanthropist and insurance executive, and the Rev. Billy Graham. Washington Hilton, Washington.

Jan. 28-31—Annual public affairs conference, *American Advertising Federation*. Major speakers: Richard E. Wiley, FCC commissioner; Michael Pertschuk, chief counsel, Senate Commerce Committee; Gerald Thain, Federal Trade Commission; Robert Tallman Jr., Young & Rubicam International; Lee Loevinger, Washington lawyer; Barton A. Cummings, Compton Advertising (AAF chairman); Charles W. Yost, National Advertising Review Board; Stockton Helffrich, National Association of Broadcasters Code Authority. Statler Hilton hotel, Washington.

## February

■ Feb. 1—Meeting, *Minnesota Associated Press Broadcasters*. Minnesota Press Club, Minneapolis.

Feb. 1—Deadline for entries in fifth annual *Robert F. Kennedy Memorial Journalism Awards* for coverage of problems of poverty and discrimination in America. Categories include radio and television. Robert F. Kennedy Journalism Awards Program, 1054 31st Street, N.W., Washington 20007.

Feb. 1—Deadline for entries in 41st annual *Sigma Delta Chi Distinguished Service Awards* contest. Awards are offered for notable performance in print and broadcast journalism. Entry blanks may be obtained from Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Feb. 2-3—25th annual radio-TV news seminar, *Northwest Broadcast News Association*. University of Minnesota School of Journalism and Mass Communication and Hotel Dyckman, Minneapolis.

■ Feb. 2-4—"The People's Right to Know," symposium on freedom of speech and press, sponsored by student chapter, *Women in Communications*. Featured speakers include: Bill Farr, jailed *Los Angeles Times* reporter; Anthony Russo, co-defendant in Pentagon Papers trial, and George Reedy, former press secretary to President Johnson. University of Iowa, Iowa City.

Feb. 5-9—Annual engineering-management seminar sponsored by *National Association of Broadcasters*. Limited to 20. Contact: George W. Bartlett, VP for engineering, NAB, Washington. Purdue University, West Lafayette, Ind.

Feb. 7—Extended deadline for entries in annual *Edwin H. Armstrong Awards* for best FM programs broadcast in 1972. Awards will be presented at National Association of FM Broadcasters convention, March 22-25 in Washington. Entry forms may be obtained from Kenneth K. Goldstein, Room 510, Mudd building, Columbia University, New York.

Feb. 8—Fourth national Abe Lincoln Awards, presented by *Southern Baptist Radio and Television Commission* to honor broadcasters for outstanding community service. Featured speaker: Julian Goodman, president, NBC. Tarrant county convention center, Fort Worth.

Feb. 8-9—Semiannual convention, *Arkansas Broadcasters Association*. Ramada Inn, North Little Rock.

Feb. 9-11—Annual convention of *New Mexico Broad-*

## Major meeting dates in 1973

Feb. 13-16—Convention, *National Association of Television Program Executives*. Royal Sonesta hotel, New Orleans.

March 22-25—Annual convention, *National Association of FM Broadcasters*, Washington Hilton hotel, Washington.

March 25-28—Annual convention, *National Association of Broadcasters*. Sheraton-Park and Shoreham hotels, Washington.

May 13-16—Annual convention, *American Advertising Federation*. Fairmont-Roosevelt hotel, New Orleans.

May 16-19—Annual meeting, *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W.Va.

May 16-20—Annual convention, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

■ June 17-20—Annual convention, *National Cable Television Association*. Convention center, Anaheim, Calif.



casters Association. La Fonda, Santa Fe.

**Feb. 10-23**—National Academy of Television Arts and Sciences overseas tour to four African countries visiting television installations and cultural sites. Contact: Orbitair International Ltd., 20 East 45th Street, New York 10017.

**Feb. 11-14**—Third annual seminar, International Tape Association. Tucson, Ariz.

**Feb. 11-22**—Legislative meeting, Texas Association of Broadcasters. Sheraton-Crest hotel, Austin.

**Feb. 12**—Final date for filing reply comments on FCC notice of inquiry and notice of proposed rule-making considering the operation of, and proposed changes in, the prime-time access rule.

**Feb. 13**—Final date for filing comments on proposed FCC fee schedule increases.

**Feb. 13**—Hollywood Radio and Television Society luncheon meeting with Ms. magazine editor Gloria Steinem as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

**Feb. 13-14**—Annual faculty-industry symposium, sponsored by International Television and Radio Society. Tarrytown conference center, Tarrytown, N.Y.

**Feb. 13-15**—Winter meeting, South Carolina Broadcasters Association. Wade Hampton hotel, Columbia.

**Feb. 13-16**—Convention, National Association of Television Program Executives. Royal Sonesta hotel, New Orleans.

**Feb. 14**—Judging, 1972-73 Voice of Democracy Scholarship. Kansas City, Mo.

**Feb. 14-16**—Winter meeting, Colorado Broadcasters Association. Denver Inn, Denver.

**Feb. 16-17**—Region 7 meeting, "The Total Woman," Women in Communications. Downtown Ramada Inn, Topeka, Kan.

**Feb. 20-21**—Meeting of engineering committee of Association of Maximum Service Telecasters. Avco Broadcasting headquarters, Cincinnati.

**Feb. 24**—Region 5 meeting, Women in Communications. Hotel Westward Ho, Phoenix.

**Feb. 28**—Final date for filing reply comments on proposed FCC fee schedule increases.

### March

**March 6**—Annual meeting, New York State Broadcasters Association featuring reception for Governor and Mrs. Nelson A. Rockefeller and members of New York State Legislature. Albany Hyatt house, Albany.

**March 9**—Hollywood chapter of National Academy of Television Arts and Sciences silver anniversary academy ball with Bob Hope as honoree. Century Plaza hotel, Los Angeles.

**March 9-11**—Meeting, board of directors, American Women in Radio and Television. Hilton Palacio del Rio, San Antonio, Tex.

**March 15**—Thirty-third anniversary banquet, International Television and Radio Society. Waldorf-Astoria hotel, New York.

## Open Mike®

### Vicious cycle

**EDITOR:** The past months have manifested an alarming usurpation of congressional and FCC prerogatives and a creeping erosion of First Amendment rights of broadcast companies that schedule national news and documentaries. Station managers had best not be misled by the enticing trade-offs suggested recently by [Office of Telecommunications Policy director] Clay Whitehead.

God help the local stations who attempt to "balance" what they judge to be unbalanced. I for one will challenge in writing, to local station managers and to the FCC, such counterbalancing which in my judgment creates a new imbalance. And I will demand that inquiry be made of such stations' further efforts to rebalance. My point: Local managers will unwittingly hurl themselves into a jungle of balance - counterbalance - rebalance claims if they think Whitehead's remarks hint that they should cavalierly cavil with national newsgathering organizations, based wholly on local perspective.—*James A. Brown, assistant professor, telecommunications, University of Southern California, Los Angeles.*

### Back to haunt

**EDITOR:** I see in your magazine where Senator Frank Moss asserts that advertising panders to base instincts, avoids complete truth, sells inferior products ["Closed Circuit," Dec. 11, 1972].

I happened to be in Utah when Senator Moss was running for re-election, and I feel it is my duty to report Senator Moss, in his campaign, used the best that advertising has to offer. He literally saturated radio with advertising. He was advertising himself. Does that mean then, according to Senator Moss's own definition, that he, too, panders to base in-

stincts, avoids complete truth and is an inferior product?—*Michael Fred Pierce, news director, KSKI(AM) Hailey, Idaho.*

### Bad diagnosis?

**EDITOR:** In reference to "The no-word word" editorial (Dec. 18), I believe that you partially missed the point of critics of drug advertising on television. The "no headache is going to make me scream at my child" approach is too simply solved by taking a pill. Life's problems can easily be eliminated. All we have to do is find the right pill, capsule or formula.

There is nothing wrong with advertising proprietary drugs on TV, but I hope our industry, including the networks, will exercise stronger policing action to make sure that the drug is presented in the proper light.

Television advertising is not directly responsible for the drug problem any more than it is responsible for the 9,000,000 to 10,000,000 persons who have an alcohol problem, but it does have an obligation to make sure advertising doesn't oversimplify the solution to life's problems.—*James W. Hunt Jr., PGW Inc., Golf, Ill.*

### While station burns

**EDITOR:** We had a rather warm Christmas here, with a fire in the facilities last week. The crews of KWPC(AM)-KFMH(FM) kept broadcasting while much of the building was burning. At one point Program Director Blean Calkins was broadcasting from the lower floor and could view firemen battling the blaze on the floor above him.

Only 40 minutes of broadcast time was lost on KFMH. None was lost on the AM operation. I was in the University of Iowa hospital recovering from surgery but was able to listen to the staff describe

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the fire fighting.—George J. Volger, president, KWPC(AM)—KFMH(FM) Muscatine, Iowa.

### Law review

EDITOR: During my years at the FCC I was able to find time to read only the major articles in BROADCASTING. Since my return to Washington to resume the practice of law, I have been reading every issue cover to cover. The time required for that weekly chore has been

well spent—in fact, it has been invaluable to me in catching up and staying abreast of all of the communications news that's fit to print. Congratulations and thanks to you and your staff. Keep up the good work.—E. William Henry, Ginsburg, Feldman & Bress, Washington.

### Calling all films

EDITOR: We are constantly looking for film sources for classroom use. I know that a lot of television stations destroy

tons of filmed commercials when they would be happy to donate them to educational institutions for further use. However, they don't know of Platteville's film program and, unfortunately, 900 television stations would create a bit of a letter-writing burden. We would be happy to reimburse postage expenses for shipping commercials or any types of films to us.—Thomas E. King, photography services, Wisconsin State University, Platteville.

## Monday Memo

A broadcast advertising commentary from J. R. Lee, vice president, N. W. Ayer & Son, Chicago

### Down-home feeling in ads for a big-town savings and loan

When your corporate name is First Federal Savings & Loan of Chicago and you want to tell the eight million people in the greater Chicago area that you are dedicated to helping them improve their lives through better financial planning, that Chicago is a good place to live, that First Federal is an important part of a beautiful, vibrant, growing city and most important of all you want to make your name and corporate image stand out above the crowd, you go to television.

Most of the major banks and savings and loans of Chicago use television heavily, usually in strong flights to support a promotion of some sort. The result is often a confusion of claims and a weakening of corporate identity or image. And if anyone needs a good public image, it's a financial institution.

Without going into First Federal's complete rationale, or revealing our over-all marketing strategy, it is important to say that we wanted First Federal to set itself apart from the crowd and to present, with strength and consistency, a "face" and character such as a financial institution sorely needs: one of understanding human needs and emotions, the things in life that make financial planning and security so important.

These are things we felt we should not preach or lay out in a logical A, B, C fashion, if we wanted to achieve viewer response and empathy.

Our approach involved several major considerations: to be human, warm, interesting and even entertaining, and of course to register the name of the client: "First Federal Savings & Loan of Chicago . . . the saving place."

Another important factor, we felt, was to associate these commercials with important, eye-catching scenes of Chicago—and there are some—because the people of Chicago love their city.

As I have indicated, we did not take savings plans, interest rates or friendly guards as our subjects. We used people—young, old, black and white, in situations and surroundings with which the viewer could relate and identify.

And while ours is a Chicago story, the



Before he joined N. W. Ayer & Son in 1953, J. R. (Bill) Lee had been an account executive with W. B. Doner and Ruthrauff & Ryan in Detroit and had handled advertising and promotion at two department-store operations, J. L. Hudson in Detroit and Herpolzheimer's in Grand Rapids, Mich. His account assignments with Ayer in Detroit, San Francisco and Atlanta included Chrysler and Plymouth dealers, and Armour & Co. At Ayer in Chicago, starting in 1958, he became vice president and account supervisor with the First Federal Savings & Loan Association in Chicago.

effectiveness of our approach is that it can be done in a similar way to identify with the home town of any local financial institution, emphasizing and playing on the same kind of local interest and pride.

The current series of four First Federal of Chicago commercials now running portrays a diversity of human activities. A young couple and their bridal party at their wedding rehearsal, shot right in the church; a black child at Chicago's famous Lincoln Park "farm," an actual working farm with cows, goats, horses and other animals, right within a mile or two of the Loop; a retired or about-to-be-retired couple on their modest sailboat in Belmont harbor, again within minutes of downtown Chicago; and a family at the famous Field museum.

The examples are pretty self-evident:

the newlyweds who need to plan for their financial future, the children's parents who need to plan for their family's security, and the older couple who had obviously planned for their retirement.

Importantly, the key ingredients of the four commercials lay in the careful development of original words and music to tell the story and set the mood—with a surprise closing in most of the commercials where the "pullback" revealed the proximity to downtown Chicago of what seemed to be a small-town wedding, a little girl on a remote farm, or a couple on a boat far from the city. This technique offered the opportunity of showing warm, simple, human situations in quiet, personal situations that were miraculously backdropped by the beautiful skyline of Chicago. Obviously, what we were accomplishing here was to strongly associate the people in the commercials—as well as First Federal Savings & Loan—with Chicago.

As an example of the impact of this approach, a young couple wrote to one of the newspapers to see if they could uncover the source of the music from the wedding rehearsal commercial. The newspaper contacted First Federal and asked us to provide the words and music in response to the young people's request. It is our understanding that they used this music for their own wedding. This is only one of the many fine responses we have had from the general public as well as from important people in the Chicago civic scene.

The advertising and financial community has also recognized our effort. The commercials earned recognition from the Chicago Financial Advertising Club by taking down a top award at the annual dinner this past fall.

Credits for the creative effort are many, but I will mention here only Richard Roderick, vice president and creative director, who headed a team within the agency that composed the lyrics and music. Topel Productions provided outstanding camera and editing work. I would like to take some small personal credit for the character of these commercials by recalling the day I said, 'Let's shoot some commercials in Chicago for a change—that's where our market is. You can't recreate our Chicago skyline in a Burbank studio.'

# WE HAVE SOMETHING BIG IN COMMON WITH TEXAS KPRC HOUSTON.

KPRC Radio is a dominant factor in Texas' largest and fastest-growing city, Houston.

In fact, you have to get up pretty early in the morning to get ahead of KPRC. Because it's on the air a full hour earlier than the competition each day with four hours of drive time news.

And radio drive time is no small thing in Houston, which has more automobiles per home than Los Angeles.

KPRC is news, with Houston's largest radio news staff. Houston's only station-originated weather

service. Houston's only year-round play-by-play sports. (Last year: 325 major events.)

All this helps explain why we're gratified that KPRC has just named CBS Radio Spot Sales as its new station representative.

But maybe it's only natural that KPRC would sign with us.

We get up pretty early in the morning ourselves.

**CBS Radio Spot Sales**

Representing America's Most Influential Radio Stations

## Conservatives apply against 'Post' stations in Florida

Three groups go for Jacksonville, another for Miami—all aspiring to get stations under local thumbs

For months, broadcasters had been holding their breath, waiting to see who would be hit next with a competing application aimed at taking their property away at renewal time. Last week, the lightning struck Post-Newsweek Stations—and with unprecedented fury.

Three applications were filed for Jacksonville, Fla., channel 4, on which Post-Newsweek has operated WJXT-TV for 20 years, and one for Miami channel 10, on which it has operated WPLG-TV for more than three years.

The scatter-gun attack surprised Washington communications attorneys. One said taking on Post-Newsweek is like taking on "the toughest job"—and not only because of the size of the operation, which includes the *Washington Post*, *Newsweek* Magazine, WTOP-AM-TV Washington and WKYC(AM) Cincinnati, besides the two Florida television stations. He said Post-Newsweek has "done a job for itself and its viewers."

The managers of the two stations expressed confidence the challengers would be turned back. Robert W. Schellenberg, of WJXT, and James T. Lynagh, of WPLG-TV, said their respective stations have met and exceeded every objective test the FCC has considered using for determining whether a station warrants renewal of its license.

The competing applicants would appear to have the advantages that go with local ownership and a lack of ownership in other media. However, Messrs. Schellenberg and Lynagh said in their separate statements that if the two Post-Newsweek stations lost their licenses, most of the licenses of the country's radio and television stations would be in jeopardy.

Post-Newsweek's connection with *The Washington Post* along with the backgrounds of some of the individuals involved in the applications were being factored into the speculation as to the reason for the interest the Post-Newsweek stations attracted:

The *Post* has been one of President Nixon's sharpest critics. One of the principals of one of the channel 4 applicants,

George Champion Jr., president and 33% owner of Florida Television Broadcasting Co., was the President's chief fund raiser in Florida during the campaign. Cromwell A. Anderson, the president and 11% owner of the Miami channel 10 applicant, Tropical Florida Broadcasting Co., had been one of a group of businessmen friendly with the President who filed, and then withdrew, a competing application three years ago. He is a law partner of former Democratic Senator George Smathers. Another 11% owner, Edward N. Claughton Jr., of Coral Gables, who is in the hotel and motel business, made his home available to Vice President Spiro T. Agnew and his party during the Republican convention in Miami, when it was found to be one of several in the area that met the Vice President's security and other requirements.

In addition, a Washington attorney who is the former general counsel of the Committee to Re-Elect the President acknowledges that he put several individuals, who eventually organized one of the channel 4 applicants, Trans-Florida Television Inc., in touch with his old law firm, Steptoe and Johnson, after they had expressed an interest in filing an application. However, the attorney, Glenn J. Sedam Jr., said he did not talk to anyone in Jacksonville "until after the campaign and after the election." He said he is now "between jobs, doing a little practice and some work for the inaugural." He also said the contest for channel 4 "will be a straight adjudicatory deal before the FCC: there is nothing political in this. That's not the way you get a license."

Mr. Champion, whose father is a retired board chairman of the Chase Manhattan Bank and is now a director of Storer Broadcasting Co., said his work in behalf of the President would not enter into the license application. "I would never tell him [Mr. Nixon] that we are making an application," he said.

He described his group as "concerned

citizens who feel the needs of the community will be better served by a television station which is community-owned. Many community leaders feel that channel 4, WJXT, is not responsible to the community."

Similarly, Mr. Anderson, speaking of WPLG-TV, said that "local ownership can more properly respond to the needs of the community."

(At the White House, presidential news secretary Ron Ziegler said, "No. Absolutely not," when asked by reporters if the President or any of his aides in any way had encouraged Mr. Champion or members of his group to file an application for channel 4 in Jacksonville.)

At one point, Mr. Champion, who has real-estate and banking interests, and Edward Ball, who is said to be one of Florida's wealthiest financiers and is co-trustee of extensive duPont holdings, were approached with an invitation to join the Trans-Florida application. The approach was made by Fitzhugh Powell, now president and co-chairman of the board of Trans-Florida and, with 33% of the stock, its largest single owner.

Sources say that the invitation was turned down and Messrs. Champion and Ball formed their own group after Mr. Powell rejected their proposal that they acquire majority control. Mr. Ball is now chairman and 33% owner of Florida Television and, according to some observers, the prime mover in the organization. A third principal owning 33% is Raymond K. Mason, investment banker, who is vice chairman. The application also lists four others, including a black woman legislator, who own .238% each.

Mr. Ball's late sister, Jessie Ball duPont, endowed the Alfred I. duPont Awards in broadcasting in memory of her husband. The duPont awards, given annually, are administered by the Columbia University Graduate School of Journalism. Mr. Ball, who is 84, is a trustee of the Alfred I. duPont estate.

WJXT, which maintains aggressive

**Renewal outlook.** Three measures identical to the license-renewal legislation supported by the National Association of Broadcasters were introduced as the 93d Congress got under way last week. The bills were offered by Democratic Representatives Bill Alexander (Ark.) and John W. Davis (Ga.) on Jan. 3 and by Senator Richard Schweiker (R-Pa.) on Jan. 4. The NAB legislation, first embodied in a bill offered in the 92d Congress by Representative James T. Broyhill (R-N.C.), extends the current renewal period from three years to five years. It also provides that, in a renewal hearing, the incumbent will be granted renewal if he can demonstrate

that his past performance "has reflected a good-faith effort" to serve his community and that he "has not demonstrated a callous disregard for law or the commission's regulations."

Meanwhile, the administration's license-renewal bill, which is yet to be introduced, has received FCC Chairman Dean Burch's endorsement; he says he favors it. However, the commission has not yet formulated its position. The administration bill's existence was disclosed by Clay T. Whitehead, director of the Office of Telecommunications Policy, in a speech in which he criticized network news programming and said local stations should stop "passing



news and editorial policies, has clashed with Mr. Ball on several occasions. Along with WPLG-TV and the *Miami Herald*, it supported Governor Reuben Askew's ultimately successful effort to put a corporate income tax bill through the state legislature—a measure Mr. Ball had opposed.

The Jacksonville station's reporters made a national impact in 1970, when they broke the story on the white-supremacy speech U.S. Supreme Court nominee G. Harrold Carswell had made in 1948. Although then-U.S. District Court Judge Carswell repudiated the speech, it figured in the Senate's rejection of his nomination to the high court.

Mr. Powell, who also had political connections—he was area coordinator for Alabama Governor George Wallace during his try for the Democratic presidential nomination—indicated how he feels about WJXT in a petition to deny its renewal application he filed last month and then withdrew when the competing application was submitted. The petition, signed by Mr. Powell and 25 other Jacksonville area residents, accused the station of slanting and suppressing the news. It also asserted the station's editorial policy "seems to be diametrically opposed to the best thinking and judgment of the local and state government officials after due and deliberate consideration and are transmitting opposing views upon practically every critical issue that confronts the governmental agencies, thereby causing further strife and turmoil within the community."

Other principals in the Powell group are John M. Busby, who owns loan companies and is a real estate developer, vice president and 14% owner; J. Malcolm Jones, investment banker, treasurer and 19% owner, and S. Perry Penland, an attorney, who is secretary and treasurer and a 19% owner. Two of the directors who will be given 5% interest each in return for their services as assistant program managers are black—Arnolta J. Williams, a housewife, and the Rev. Richard L. Wilson.

The third competing channel 4 application was filed by St. Johns Broadcasting Co., a general partnership. It is owned equally by Winthrop Bancroft, an investment banker; Edward L. Baker, who is in banking, real estate and insurance, and George D. Auchter III, an executive of a general contracting company.

the buck," in terms of responsibility, to the networks. The bill, however, resembles the NAB-backed bill in providing for five-year licenses and for protection against competing applications at renewal time.

The Congressional activity in the license-renewal area—particularly as it relates to the administration bill—could affect the consideration by the commission of its proposals for revamping its license-renewal procedures and policies. Chairman Burch said the commission would keep in touch with Congress on the matter, and would not adopt final rules if it appeared Congress was about to dig into the subject. However, he also said the commission

Besides Mr. Anderson and Mr. Claghton, the Tropical Florida application for Miami channel 10 lists eight principals, seven of them also owning about 11%. One is another partner in the Smathers and Thompson law firm, Michael Weintraub. Another is R. Leslie Cizek Jr., vice president and director, whose father and brother, John, are principals in Multistate Communications Inc., which is seeking to supplant RKO General Inc. as licensee of channel 9 New York, on which WOR-TV now operates. Two are representative of minority communities—Dr. Raymond Walker Jr., a black, and Francisco de la Fuente, who has real estate investments, a Cuban refugee who is now an American citizen.

Tropical Florida and St. Johns Broadcasting are both represented by Welch and Morgan, the Washington communications law firm that has made a specialty of competing applications. It had also represented the group that filed a competing application for channel 10 in 1970. Moreover, the attorneys involved in the other applications were formerly associated with that firm—Herbert E. Forrest, of Steptoe and Johnson, and Forbes Blair, of Bilger and Blair, counsel for Florida Television.

Whatever the outcome, the proceeding is likely to be a costly affair. Trans-Florida is budgeting \$250,000 for legal fees, each of the others \$200,000.

## Why broadcasters have come to dread renewal time

**Attacks against 'Post' stations at renewal deadline point up predicaments of other outlets at mercy of petitions to deny**

In a political climate replete with citizen dissent, the license-renewal process has become the broadcasters' triennial nightmare. The *Washington Post* was hit last week from the right by rival applicants for its two television stations in Florida (see page 16). The much more common experience is for broadcasters to be opposed from the left, or from minority coalitions, with petitions to deny the renewal of licenses. Right now 143 radio and television licenses are in limbo pend-

ing resolution of petitions to deny their renewal: 54 AM stations, 46 FM's and 43 TV's. One, WOIC(AM) Columbia, S.C., has had its renewal deferred for a period longer than the standard three-year license term, as the result of a challenge filed in 1969 by a local minority coalition. Five others have been on the deferred list since 1970, and 30 since 1971. Of the more than 2,000 eastern-seaboard stations that filed for renewal during 1972, citizen protests have delayed action on 42 AM's, 37 FM's and 28 TV's.

The first citizen activity in 1972 began in March, when the Rev. Everett Parker and his United Church of Christ Office of Communication petitioned the commission to hold proceedings on the renewal applications of all Massachusetts television stations. The church group centered its argument on statistical data obtained from the 11 stations' annual FCC equal-employment reports which were asserted to show a pattern of exclusionary hiring practices.

The commission responded in relatively short time—two months and 24 days—with the conclusion that it would not be justified in instituting a hearing on the basis of one year's computations. (A similar argument by a group of Washington blacks contesting the renewal of WMAL-TV there later in the year resulted in a U.S. Court of Appeals ruling that a mere recitation of station employment statistics is insufficient to make a prima facie showing of discrimination.) At the end of the year, only one station from New England remained deferred—WCCC(FM) Hartford, Conn., which a rival station had accused of technical violations.

In May, the third-party movement displayed its greatest show of strength, at least numerically. Challenges ranged from several attacks from diverse interests against New York's network-owned TV stations to a local coalition's assault on little WSPK(FM) Poughkeepsie, N.Y. Likewise, the New York-New Jersey pleadings heralded the emergence of several special-interest organizations as forces to reckon with in the renewal process. The National Organization for Women (NOW) filed an unprecedented and lengthy challenge against WABC-TV New York, accusing the ABC-owned facility of ignoring the specific needs of females in its programming and employment practices. A number of New Jersey civic groups, in a campaign spearheaded by Senator Harrison Williams (D-N.J.), joined forces to challenge WCBS-TV and WNEW-TV in New York and to threaten action against that city's four other VHF's. Their efforts led to the signing of outside agreements with all six New York V's, looking toward expanded coverage of news and public affairs in New Jersey. The Williams group, in return, dropped litigation.

Environmentalists, too, made their presence known. Citizens for Clean Air and Friends of the Earth jointly filed against WNEW-TV and WNBC-TV, charging fairness-doctrine violations in allegedly unbalanced treatment of ecological issues. And minorities, traditionally the

would move ahead if it appeared that Congress was not going to act. The commission is considering two separate but related packages of proposals. One deals with procedures aimed at institutionalizing relations between citizen groups and licensees. The commission is scheduled to hold a special meeting on that package on March 1. The other provides for guidelines for determining what stations merit an advantage when they are opposed by competing applicants at renewal time. The guidelines—percentages of different kinds of programming—would be barred by the administration bill, and no date for a special meeting on the matter has been set.

major pressure groups in renewal proceedings, were also out in force. A Rochester, N.Y., black coalition filed a blanket petition against 14 of that city's 18 broadcast stations, arguing that the stations had failed to ascertain minority needs, cover minority issues or provide equal employment opportunities.

Labor unions, as well, were represented. A Buffalo, N.Y., chapter of the National Association of Broadcast Engineers and Technicians claimed that WGR-AM-TV there should be denied renewal because of their allegedly unscrupulous conduct during a recent labor dispute. The challenge was rejected by the FCC.

In July, 11 petitions to deny were filed by citizen groups in Pennsylvania and Delaware against more than three times that many stations there. Noteworthy among these was a blanket pleading by the Philadelphia Communications Coalition involving 28 of that city's 36 broadcast outlets and alleging racial discrimination.

In Pennsylvania-Delaware only one petition came from a group outside the ethnic bloc. In a challenge to noncommercial WDUQ(FM) Pittsburgh, which is licensed to Duquesne University, Communications Coalition for Media Change contended the university failed to devote

promised economic resources to the station.

The September pleadings, involving stations in the District of Columbia and three nearby states, contained an apparent clash between inner city and suburban challengers. From one direction, Aligned Citizens United for Television Equity, a coalition of suburban organizations, claimed that Washington's four VHF stations had dedicated an insufficient amount of programming to specific interests in Maryland and Virginia. But at the same time, the black Communications Coalition claimed that those same stations—WTTG(TV), WMAL-TV, WRC-TV and WTOP-TV—had failed to meet the needs of inner-city blacks while concentrating their program resources on the area's white population majority (through Washington proper is 71% black, the entire market is about 75% white). The coalition also petitioned against 10 other Washington-area stations. WRC-TV, an NBC facility, came in for a third challenge from NOW.

Stations outside the Washington area did not escape unscathed. To the south, a coalition of six minority groups, including the National Association for the Advancement of Colored People, filed a blanket petition against 17 of the 24

stations in Richmond, Va. Like the earlier Philadelphia pleading, the Richmond challenge concentrated on allegations of employment discrimination. In Baltimore, WMAR-TV was accused of failing to convey elements of the "black experience" in its programming. And in rural Bluefield, W. Va., WHIS-AM-FM-TV were castigated by a coalition of miners and minority groups for allegedly failing to meet the needs of residents of Appalachia.

Although the November round of filings related to stations in both Carolinas, no challenges were forthcoming against facilities in the north. In South Carolina, every station in the state capital of Columbia—with the exception of WOIC(AM), whose 1969 renewal application is still pending—were named in a joint petition by NOW and the Women's Equity Action League. The pleading, the third such document originating from NOW, alleged that the Columbia stations had all ignored the needs of the female audience. And, a Charleston, S.C., minority organization concentrated on the performance of WCSC-TV there, claiming the station discriminated against their peers in programming, ascertainment and employment. For broadcasters, charges such as those sound all too familiar.

## Scoreboard: the stations in limbo

Whatever the progress the government may claim in laying out ground rules for the renewal process, there is still a mountain of backed-up renewal cases in which the commission has failed to make a dent. The stations deferred, including (in parentheses) the month and year in which they were due for renewal, follow:

KBOP(AM) Pleasanton, Tex. (August 1971); KDFW-TV Dallas (August 1971); KFDM-TV Beaumont, Tex. (August 1971); KFRC(AM) San Francisco (December 1971); KGGM-TV Albuquerque, N.M. (October 1971); KGO-TV San Francisco (December 1971); KKEE(FM) San Francisco (December 1971); KKMA(FM) Pryor, Okla. (June 1971); KLMO-AM-FM Longmont, Colo. (April 1971); KMOD(FM) Tulsa, Okla. (June 1971); KNBR-AM-FM San Francisco (December 1971); KNME-TV Albuquerque, N.M. (October 1971); KOA(AM) Denver (April 1971); KOV-TV Albuquerque, N.M. (October 1971); KOLS(AM) Pryor, Okla. (June 1971); KPIX-TV San Francisco (December 1971); KSBW-TV Salinas-Monterey, Calif. (December 1971); KSBY-TV San Luis Obispo, Calif. (December 1971); KTTV(TV) Los Angeles (December 1971); KTVI-TV St. Louis (February 1971).

KTVU(TV) Oakland-San Francisco (December 1971); KWAC(AM) Bakersfield, Calif. (December 1971); KYW-AM-TV Philadelphia (August 1972); WABC-TV New York (June 1972); WASH(FM) Washington (October 1972); WAXC(AM) Rochester, N.Y. (June 1972); WBAP-AM-FM-TV Dallas (August 1971); WBBF(AM) Rochester, N.Y. (June 1972); WBBF(FM) Rochester, N.Y. (June 1972); WCAU-AM-FM-TV Philadelphia (August 1971); WCBS-TV New York (June 1972); WCCC(FM) Hartford,

Conn. (April 1972); WCSC-TV Charleston, S.C. (December 1972); WCOS-AM-FM Columbia, S.C. (December 1972); WDAS-AM-FM Philadelphia (August 1972); WDCA-TV Washington (October 1972); WDUQ(FM) Pittsburgh (August 1972); WDVR-FM Philadelphia (August 1972); WDYL(FM) Chester, Va. (October 1972); WETA-FM-TV Washington (October 1972); WEZO(FM) Rochester, N.Y. (June 1972); WEZS(FM) Richmond, Va. (October 1972); WFAA-AM-FM-TV Fort Worth (August 1971); WFEC(AM) Harrisburg, Pa. (August 1972); WFIL(AM) Philadelphia (August 1972).

WFNL-AM-FM Philadelphia (August 1972); WGAY-FM Washington (October 1972); WGMS-AM-FM Washington (October 1972); WHAM(AM) Rochester, N.Y. (June 1972); WHAT(AM) Philadelphia (August 1972); WHEC-TV Rochester, N.Y. (June 1972); WHFM(FM) Rochester, N.Y. (June 1972); WHIS-AM-FM-TV Bluefield, W. Va. (October 1972); WHLW(AM) Lakewood, N.J. (June 1972); WHYY-TV Wilmington, Del. (August 1972); WIRG(AM) Philadelphia (August 1972); WIFI(FM) Philadelphia (August 1972); WIKI(AM) Chester, Va. (October 1972); WIOO(AM) Carlisle, Pa. (August 1972); WIDQ(AM) Philadelphia (August 1972); WIP(AM) Philadelphia (August 1972); WISC-TV Madison, Wis. (December 1970); WIVE-AM-FM Ashland, Va. (October 1972); WKBO(AM) Harrisburg, Pa. (August 1972); WLEE(AM) Richmond, Va. (October 1972); WLIR(AM) Garden City, N.Y. (June 1972); WMAL-AM-FM-TV Washington (October 1972); WMAR-TV Baltimore (October 1972); WMMR(FM) Philadelphia (August 1972); WNEW-TV New

York (June 1972); WNOK-AM-FM-TV Columbia, S.C. (December 1972); WNYR(AM) Rochester, N.Y. (June 1972); WOKR-TV Rochester, N.Y. (June 1972); WOIC(AM) Columbia, S.C. (December 1969); WOLO(TV) Columbia, S.C. (December 1972); WOR-TV New York (June 1972); WPAT-AM-FM Paterson, N.J. (June 1972); WPBS(FM) Philadelphia (August 1972); WPEN-AM-FM Philadelphia (August 1972); WPHL-TV Philadelphia (August 1972); WPTT(AM) Albany, N.Y. (June 1972); WPVI-TV Philadelphia (August 1972); WQXL(AM) Columbia, S.C. (December 1972); WRC-AM-TV Washington (October 1972); WRCP-AM-FM Philadelphia (August 1972); WRFS-AM-FM Alexander City, Ala. (April 1970); WRGM(AM) Richmond, Va. (October 1972); WRNL(AM) Richmond, Va. (October 1972); WROC-AM-FM-TV Rochester, N.Y. (June 1972); WRVA(AM) Richmond, Va. (October 1972); WRVQ(FM) Richmond, Va. (October 1972).

WRXL(FM) Richmond, Va. (October 1972); WSAY(AM) Rochester, N.Y. (June 1972); WSPK(FM) Poughkeepsie, N.Y. (June 1972); WSyr-TV Syracuse, N.Y. (June 1972); WTAF-TV Philadelphia (August 1972); WTEL(AM) Philadelphia (August 1972); WTOP-AM-TV Washington (October 1972); WTTG(TV) Washington (October 1972); WTVR-AM-FM-TV Richmond, Va. (October 1972); WUHY(FM) Philadelphia (August 1972); WYOR(FM) Rochester, N.Y. (June 1972); WWBT(TV) Richmond, Va. (October 1972); WWDB-FM Philadelphia (August 1972); WWDC-AM-FM Washington (October 1972); WXEX-TV Richmond, Va. (October 1972); WXGI(AM) Richmond, Va. (October 1972); WXRY(FM) Columbia, S.C. (December 1972); WYSP(FM) Philadelphia (August 1972).



## Multiproduct ads get top billing on NAB agenda

**Radio code-membership package also expected to be major topic at board sessions in Palm Springs**

Code matters will dominate this week's meeting of the National Association of Broadcasters' board meetings in Palm Springs, Calif., Jan. 9-12.

At the top of the ledger in the minds of most observers is the recommendation from the TV code review board that would, in effect, reduce, if not remove, multiple-product advertising in 30-second spots.

And on the next level is the outcome of a recommendation by the special code-evaluation committee that radio membership in the NAB automatically include code subscription at no extra charge.

Both are expected to generate intense consideration, and the outcome, as one broadcaster put it, depends on how much pressure for adoption is applied.

On the suggested revised multiple-product advertising code provision, there were indications last week that Alberto-Culver and perhaps other major advertisers would make face-to-face presentations to the TV board in opposition to the measure.

At issue is the recommendation of the time-standards subcommittee of the TV code review board that the present multiple-product advertising section of the TV code be reworded to require that products or services advertised be related and interwoven. Related is defined as products or services "having a common character, purpose or use."

The battle over split 30's has been going on for over a year. It came up officially for the first time at last January's TV board meeting in Florida. It reached its present level with the current use by Alberto-Culver of a 30-second spot selling Brunettes Only hair coloring and Calm 2 deodorant. It was a major subject of unofficial talk at the meeting last November of the Television Bureau of Advertising.

The move to combine NAB membership and radio code membership was endorsed by the association's executive committee last month. Needing approval of the radio board, the proposal would automatically make every NAB radio member a subscriber to the radio code. Stations would be required to certify their adherence to code standards on an annual basis. However, NAB member stations that did not desire to comply with the radio code would be free to decline, but there would be no reduction in NAB membership fees in that event. Contrariwise, stations that were not members of the NAB would be accommodated if they wished to be code subscribers.

The cost of radio-code activities would be borne by the association's general

funds. Radio-code fees last year totaled about \$200,000—and this, in the opinion of some observers, may prove to be a sticking point in carrying out the recommendation.

Other recommendations by the special evaluation committee that was headed by Daniel Kops of the Kops-Monahan Stations, New Haven, Conn., that are sure to stir debate deal with the need for specified radio-code time standards in the light of the unofficial time limits on commercials that are used by the FCC at renewal time. The commission normally asks for explanations when radio stations show that they are accepting, or plan to accept, more than 18 minutes of advertising per hour. This might obviate the need for expensive monitoring of radio-code stations to determine whether they are adhering to code standards.

One other subject, an off-shoot of code matters, is the potential for combining the separate code offices now maintained in Washington—one for radio, under Thom Winkler, and the other for TV, under Richard Burch. This is considered almost a foregone conclusion, especially if the radio board agrees that NAB membership includes code affiliation at no extra charge.

The NAB executive committee recommended, subject to radio board approval, that the radio code board continue with 11 members, but suggested that three should be from the radio board, two from the networks and six at large. There had been suggestions that the radio code board membership be reduced to nine.

Because TV-code affairs are the most extensive and expensive of the association's self-regulatory activities, a move has been undertaken to revise TV-code fees. This took the form last month of the naming of a committee by TV board chairman Peter Storer of Storer Broadcasting Co., to study these charges. A special consultant hired by the Kops committee recommended that TV-code fees be related to station spot sales instead of the highest hourly rate that is now in effect.

The radio board also may have an

inkling of the thinking of a special committee that was appointed late last year by the radio code board to review and revise programing standards in the light of current mores. Earlier last year, a TV code review board subcommittee suggested changes that make more up-to-date and more liberal the wording of the TV code—except in one category, violence. This too will be considered by the TV board.

And the TV board undoubtedly will want to discuss proposals that were made at the TV code review board meeting last October that ordered guidelines to be developed to cover advertising in all children's programs. Those are scheduled to be formulated after submission of a year-long survey of children's advertising by a special consultant. This is expected to be available in almost final form for members of the TV board this week. On another front, that of structure, the TV board undoubtedly will weigh two petitions, both dealing with membership on the board. One, from INTV, the group of independent TV stations, asks for at least one directorship to represent non-affiliated stations. The other, from the association's own secondary market TV committee, also asks for representation on the board.

Among other items on the agenda: a proposed 1973-74 budget of \$3.7 million—up \$200,000 from this year's fiscal budget; consideration of the growing sentiment aimed at prohibiting the advertising of proprietary drugs on TV and radio; prospects for license-renewal legislation, especially in light of the administration-backed bill announced last month by Clay T. Whitehead, director of the Office of Telecommunications Policy, and the conditions he seemed to place on support for this relief; CATV and copy-right, now heading for the congressional mill (see page 36); the proposed increase in FCC fees that would in essence increase charges to broadcasters by one-third; the FCC's fairness-policy considerations; newsmen's privilege legislation in the Congress, and the course of FCC radio re-regulation.

### BAR reports: television-network sales as of Dec. 10

CBS \$626,042,900 (36.5%); NBC \$599,009,500 (32.6%); ABC \$528,534,900 (30.9%)\*

Day parts	Total minutes week ended Dec. 10	Total dollars week ended Dec. 10	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	108	\$ 594,700	3,855	\$ 23,111,000	\$ 23,137,000
Monday-Friday 10 a.m.-6 p.m.	981	7,839,300	47,787	354,667,600	314,524,700
Saturday-Sunday Sign-on-6 p.m.	338	5,943,100	15,244	208,506,500	168,893,600
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,276,600	4,627	87,950,500	74,106,900
Sunday 6 p.m.-7:30 p.m.	13	361,100	649	14,950,900	18,894,800
Monday-Sunday 7:30 p.m.-11 p.m.	380	22,355,000	19,426	923,257,300	875,124,400
Monday-Sunday 11 p.m.-Sign-off	136	2,442,900	7,416	101,143,500	70,675,800
<b>Total</b>	<b>2,057</b>	<b>\$41,812,700</b>	<b>99,004</b>	<b>\$1,713,587,300</b>	<b>\$1,545,357,200</b>

\*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

# Broadcasting came back in 1972

**Bates study of expenditures in all advertising media finds increased spending in network TV and radio and spot television, although spot radio was off**

The slide in network and spot-television spending by national advertisers was halted in 1972 and national TV advertising started a new upward climb.

The shifting patterns in national ad-

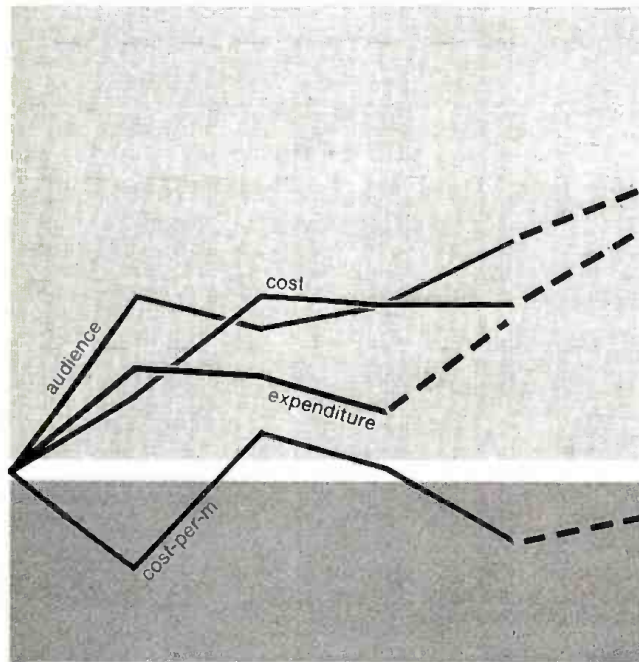
vertising expenditures, costs and costs-per-thousand have been recorded by Ted Bates & Co., New York. Bates's analysis was prepared for BROADCASTING and the results released last week.

The new Bates study offers encouragement for broadcasters. Television and network radio's estimated expenditures all show increases while spot radio is the only broadcast-advertising medium declared soft. Television, according to the

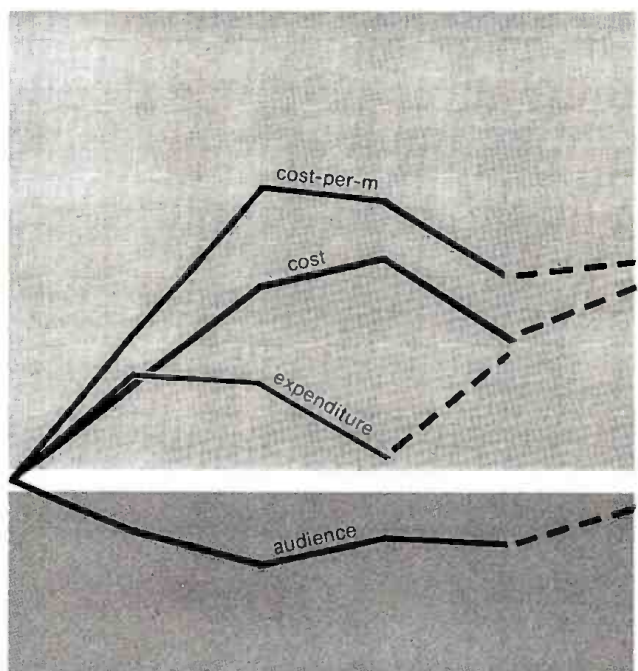
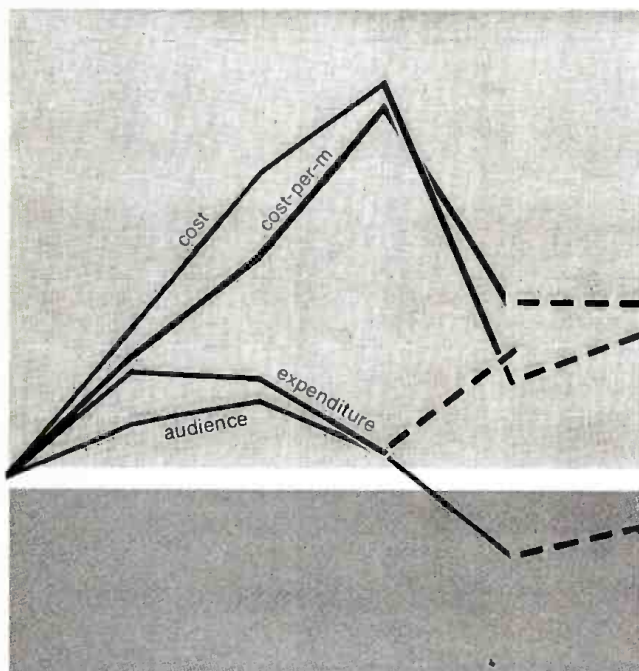
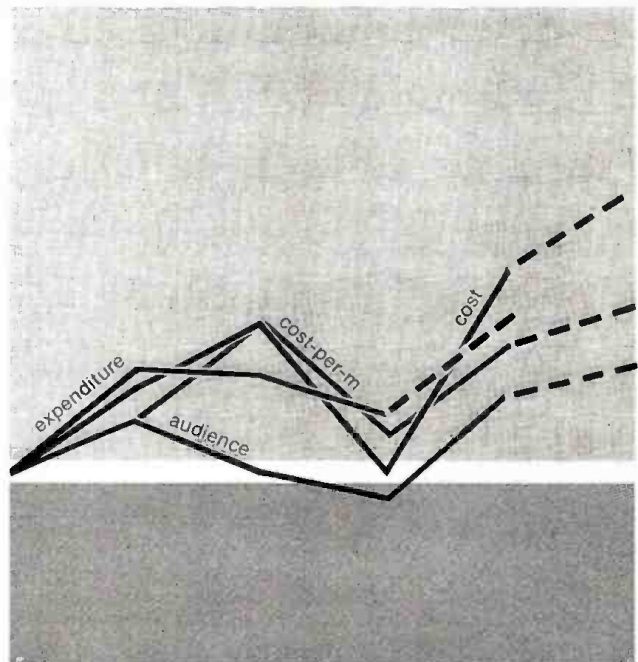
Bates agency, is keeping pace with a remarkable surge forward in total national spending for the year. Total spending was estimated to be up about 10% from \$5.911 billion in 1971 to \$6.496 billion in 1972. The gain—to a new record—represents the largest percentage increase in total ad spending since 1966.

Network television, Bates estimates show, was up 10% and spot television increased about 11%. Spot radio was down approximately 4% (the only "media element" with a smaller dollar total in 1972 than in the previous year,

**Network TV (day)**



**Network TV (eve)**



**Spot TV (day)**

**Spot TV (eve)**

Bates analysts pointed out) and network radio increased almost 12%.

Bates said that TV's "resilient" showing last year was especially encouraging for the networks, noting that two primary causes for the losses in 1971 had been overcome. The advertising agency said cigarette dollars and billings lost through prime-time-access rule changes were more than offset by increased use of TV by retailers and small-budget advertisers.

In print, Bates estimated 1972 gains for magazines at 9%, newspapers and

supplements at 14%. For outdoor, the agency projected a 12% rise.

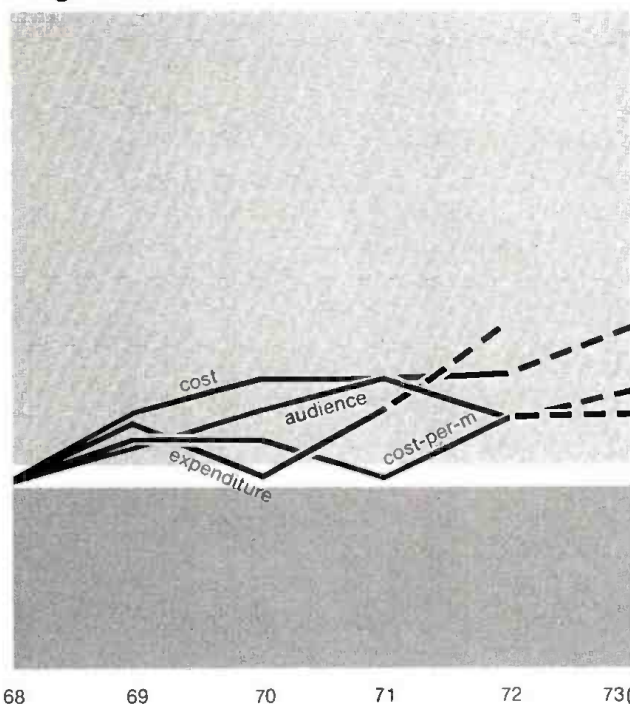
Bates said the *Life* magazine failure will necessarily affect magazine investments in 1973. But the agency also said: "Similar events in the past resulted in some reinvestment of a magazine's advertising dollars into other media. However, we estimate a good portion of *Life's* revenue will be rechanneled into other magazines."

The 1972 cost trends show percentage increases in print, radio and outdoor. In television, the changes were mixed,

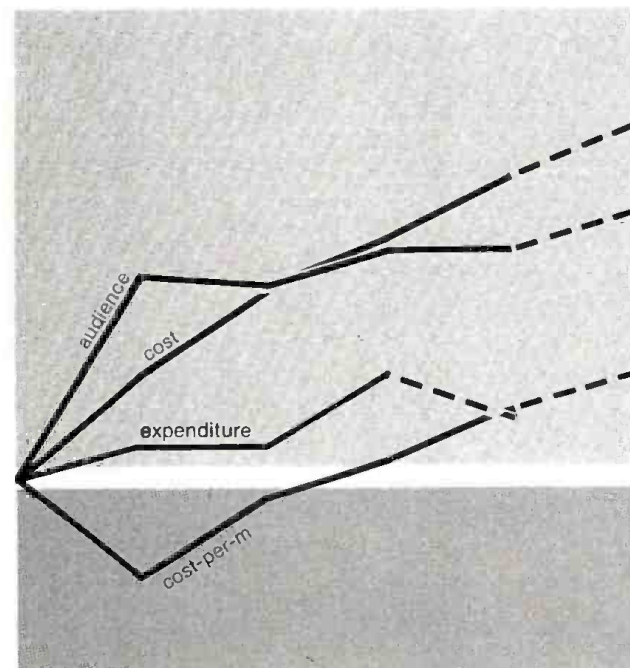
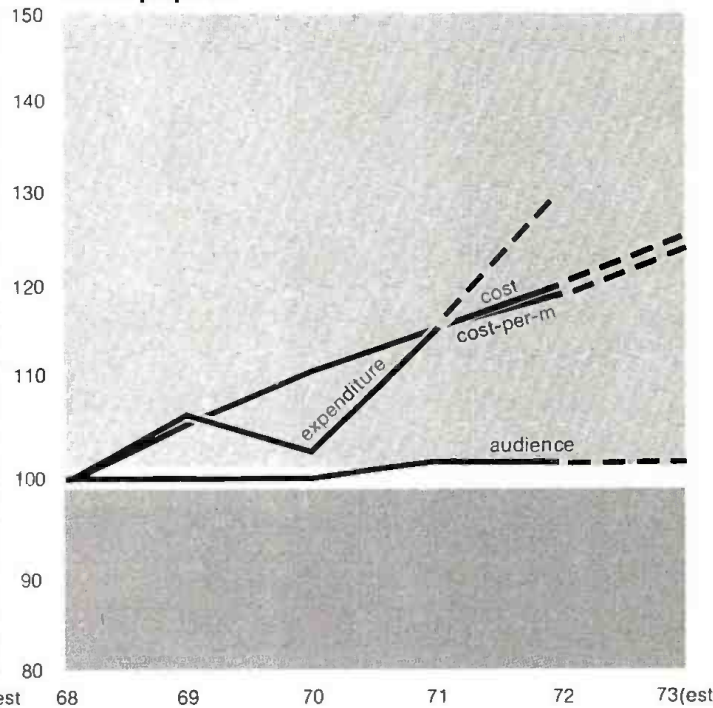
with costs generally lower in spot television, about level with 1971 in network daytime and up substantially in network nighttime. All 1972 network and spot television audience levels increased. In costs-per-thousand, there were declines in 1972 in daytime television (both network and spot), in evening spot TV and in network radio. All other media C-P-M's moved up.

For 1973, Bates anticipates a 7% increase in daytime and nighttime network TV costs and a 4% increase in audience, with a resulting 3% rise in C-P-M. Spot-

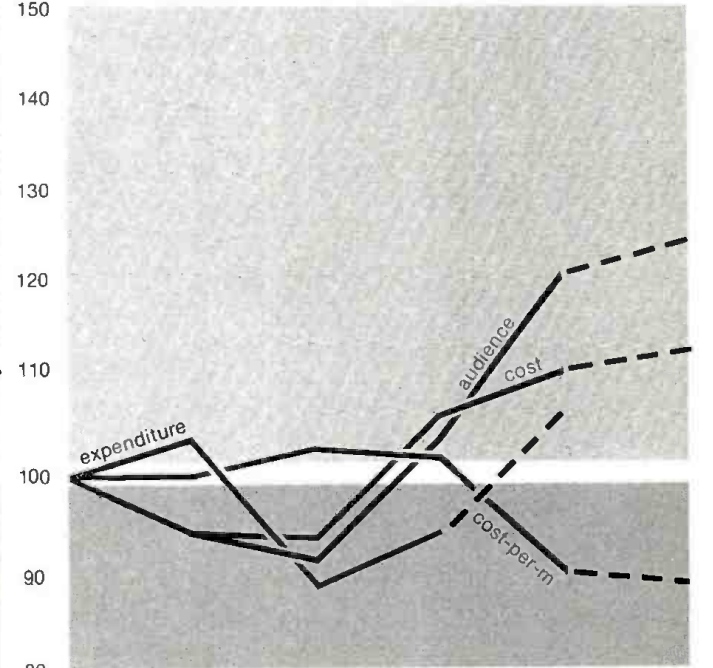
## Magazines



## Newspapers



## Spot radio



## Network radio



TV costs are expected to rise about 5% in both day and evening and also show 4% increases in audience for a 1% gain in C-P-M. Spot radio, with costs expected to rise 4% and audience 2%, will have about a 2% gain in C-P-M. Network radio is expected to have a 1% reduction in its C-P-M based on increases of 2% in cost and 3% in audience. Magazines are expected to move up 1%, newspapers 4%, supplements 2% and outdoor 7% in C-P-M's.

Bates selected 1968 as its base year for its analysis as compared with the

choice of 1960 in past years. The agency said it changed because of the availability of common source material from that point in time to the present. It was also noted that while 1968 tended to be a soft year for television, media expenditures that year showed an average rate of growth from the previous year.

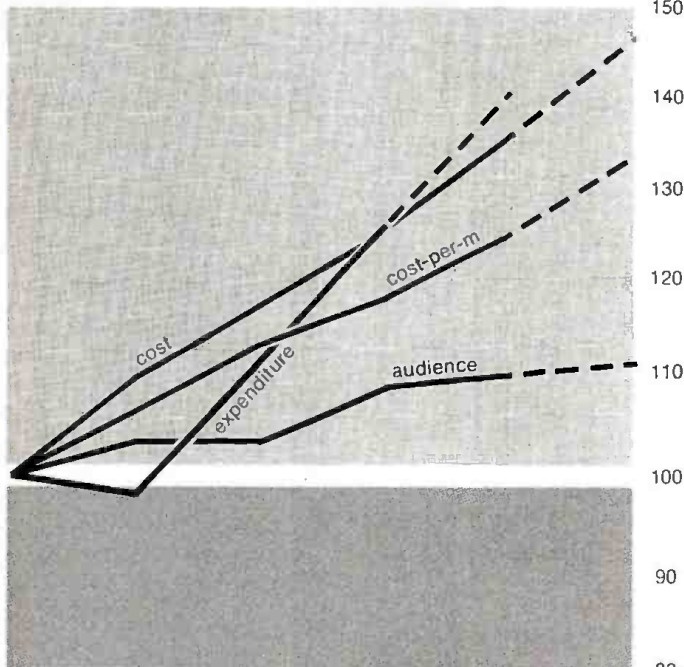
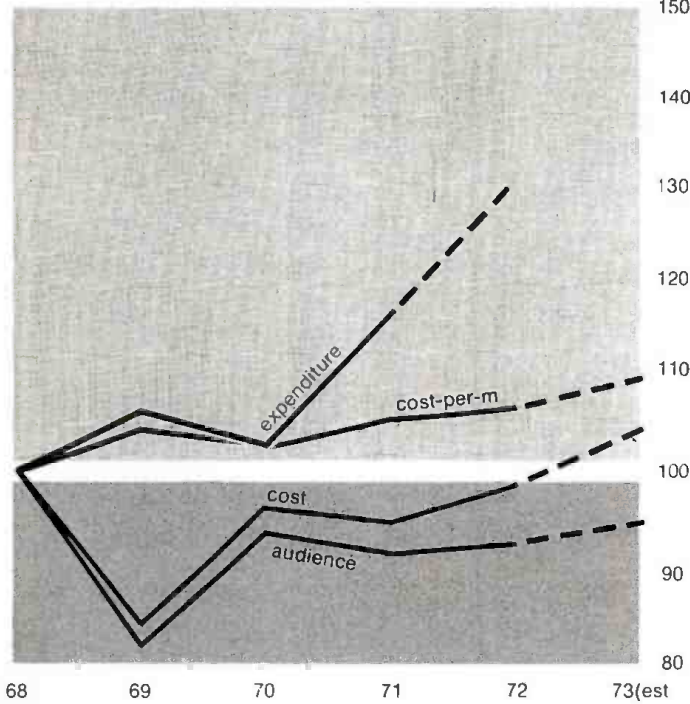
Charts on this and the preceding two pages show how each medium has performed against base year, 1968. Index is 100. Trends are shown for national advertising expenditures, audience size, cost-per-thousand, cost-of-unit purchases.

## ACT study offers plan to delete commercials from children's shows

Proposal would have institutional advertisers, foundations, government agencies picking up tab with time and facilities given by broadcasters

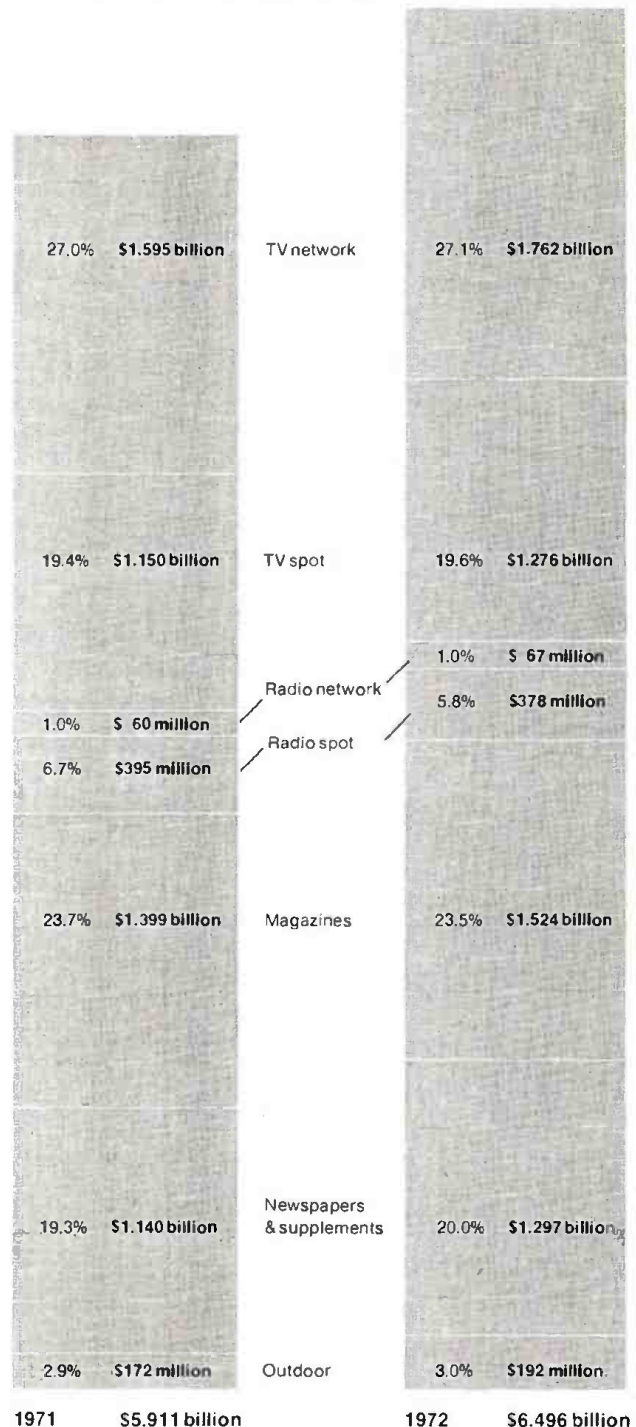
A blueprint for telecasting children's programs without commercials in five to seven years was unveiled last Thursday

### Newspaper supplements



### Outdoor

### Total national advertising



(Jan. 4) at a news conference in New York.

The heart of the proposal is a plan for alternative financing of children's shows on commercial networks and stations by institutional advertisers, foundations and government agencies over a period of years, with commercials "phased out" as substitute funding increased.

The prescription for commercialless children's TV was contained in a study made by Dr. William H. Melody, associate professor of communications economics, Annenberg School of Communications, University of Pennsylvania. The study was commissioned by Action for Children's Television (ACT), and its conclusion supports the ACT petition placed before the FCC that all commercials should be eliminated from children's programs.

The news conference was attended by Peggy Charren, ACT president, and Evelyn Sarson, its executive director. Mrs. Sarson said the study, titled "Children's Television: Economics and Public Policy," will be submitted to the FCC, which is considering rulemaking in the area of children's television (see page 31).

As Dr. Melody envisages it, the first steps in the phased program would be the acquisition of about \$2 million from alternative sources; an agreement by each network to carry one hour weekly of children's programs without commercials and each local TV station to present children's programs without commercials. Another stipulation would be that networks would assume the costs of distribution and transmission of programs, while local stations would contribute the air time.

Dr. Melody noted that the timetable for achieving children's TV on commercial outlets without commercials could be flexible. Depending on the availability of outside financing, he said, the objective could be attained in four years instead of seven, and conversely could be stretched to 10 years.

The study takes note of industry objections that carrying children's programs without commercials would cause serious financial hardships. Dr. Melody replied that the phasing-out of commercials over a period of years would ease the transition and, moreover, he claimed, broadcasters would save the costs for sales and promotion if commercials were eliminated. He said these costs amount to about 30% of broadcast expenditures.

Dr. Melody was asked if he had sounded out sources of alternative financing. He said he spoke to a number of institutional advertisers, foundations and government agencies and reported these groups said "they might be interested" but acknowledged that "they were not about to say yes right away."

## Y&R loses its cranberries

Young & Rubicam, New York, will face 1973 without the Ocean Spray cranberries account, which bills about \$1 million (96% in TV). Harold Thorkilsen, president of the Hanson, Mass., food com-

pany, announced that he was consolidating Ocean Spray's juice business at Ted Bates & Co., New York. Bates has had the cranberry juice cocktail account since 1968. Now it will acquire the Cranapple juice account that was at Y&R. Y&R has resigned the balance of the account, including cranberry sauce, which has not been reassigned yet.

## No rush through the breach in feminine-product advertising

**Most companies are cautious, citing Kotex study showing adverse female reaction to ads; some, however, do take advantage of relaxation in NAB Code**

Last Nov. 1 was the date set by the National Association of Broadcasters Code Authority for acceptance of menstrual-product advertising to begin on code TV stations. With national television advertising open to them at last, would the giants of the feminine-hygiene industry line up at the code office waiting for the green light? Not so. Two months have passed since the barriers were taken down and only two products are now using code TV stations: Confidets sanitary napkins (Scott Paper Co., Philadelphia) and Carefree tampons (Johnson & Johnson, Milltown, N.J.).

Confidets has been the leader in its field, having advertised on noncode TV stations two years prior to the NAB's decision to revise the code. BBDO, New York, created a 30-second spot that emphasized the convenience of the disposable bags enclosed in each package of Confidets. With minor revisions, the Code Authority approved that commercial and Confidets hit the networks' playing field with a vengeance: According to figures supplied by the Television Bureau of Advertising, Confidets spent \$621,500 in spot TV for the first 10 months of 1971 and \$489,300 for the same time period in 1972; in the last two months of 1972, however, Confidets spent \$500,000 on the three networks alone, according to BBDO. It averaged a total of eight to 10 exposures a week on network daytime television. When late-night fringe exposures are added in, the weekly average number of network exposures goes up to 12.

BBDO reports that each network has its own qualifications on times it will air such spots: NBC will sell Confidets daytime ("housewife" time) 10 a.m. to 4 p.m. NYT, but will not permit the same spot to run in late-night fringe before midnight NYT (figuring that the post-11 p.m. fringe time in New York is only 10 p.m. in Chicago); ABC will not sell time to Confidets in any program with a large youth audience but places no restrictions on late-night fringe, and CBS shrinks housewife time to 11:30 a.m. to 3:30 p.m. NYT for Confidets messages but

*Spotmaster*

## Cartridge Tape Supermarket!

Here's a one-stop shopping center for the most and best in broadcast quality cartridge tape equipment—a SPOTMASTER supermarket of variety and value.

Just check the boxes and send us this advertisement with your letterhead. We'll speed complete information to you by return mail.



Ten/70  
Record-Play

### Single-Cartridge Equipment

Record-play & play-back models, compact & rack-mounted

- ☐ The incomparable Ten/70
- ☐ The classic 500C
- ☐ The economical 400
- ☐ Stereo models
- ☐ Delayed programming models



### Multiple-Cartridge Equipment

- ☐ Five-Spot (5-cartridge deck)
- ☐ Ten-Spot (10-cartridge deck)

Versatile Five-Spot

## Cartridge Tape Accessories

- ☐ Tape cartridge winder
- ☐ Calibrated tape timer
- ☐ Remote controllers
- ☐ Cartridge racks (wall, floor & table top models)
- ☐ Degaussers (head demagnetizers & cartridge erasers)
- ☐ Telephone answering accessory
- ☐ Replacement tape heads
- ☐ Adjustable head brackets
- ☐ Head cleaning fluid
- ☐ Alignment tape
- ☐ Bulk tape (lubricated, heavy duty)



Tape Cartridge Racks



- ☐ Tape tags
- ☐ Cartridges, all sizes, any length tape (or empty), no minimum order, lowest prices

Cartridges: All Sizes

The nation's leader in cartridge tape technology can fill your every need, quickly and economically. That's how we became the leader. Write:

**BROADCAST ELECTRONICS, INC.**

A Filmways Company

8810 Brookville Rd., Silver Spring, Md. 20910  
(301) 588-4983



does not restrict them in late-night fringe.

Bill Hobday, account executive for the company at BBDO, is very enthusiastic about the selling job TV is doing for Confidets and says that 100% of the Confidets ad budget goes into television.

Carefree tampons has not tackled the TV networks yet, but is concentrating on spot buying on code stations. A spokesman for Compton, New York, agency for Carefree, would not comment.

But why are the giants of this cautious industry avoiding television? Modest (also of the personal products division of Johnson & Johnson) has submitted a script to the TV code Authority and is currently in the rewrite stage with its agency, Young & Rubicam, New York.

Playtex, in a well-publicized move (BROADCASTING, Aug. 21, 1972), announced that it would not advertise its tampons on TV because its study showed that 25-33% of the women questioned were unwilling to accept such advertising, and, worse, regarded it as an invasion of personal privacy. Scott Paper countered with a study it did of reaction to a Confidets' commercial that showed 60% of the women tested had a positive response (BROADCASTING, Aug. 21, 1972).

But the dramatic announcement by Playtex had a sobering effect on the people managing Kotex (a product of Kimberly-Clark, Neenah, Wis.). A spokesman for Kotex mentioned the Playtex study results as being one reason Kotex did not rush to get on TV, but added, "We're doing some of our own investigating." Agency for Kotex is Foote, Cone & Beland, Chicago.

Tassaway menstrual cup (Tassaway Inc., Beverly Hills, Calif.) tested a 30-second commercial prepared by its agency, J. Walter Thompson Co., New York, last spring with excellent results (BROADCASTING, Sept. 11, 1972). Tassaway submitted that and a second spot to the TV code Authority and began rewrite work last October. What is holding up Tassaway, however, is a major reorganization of the company with President Robert Oreck moving up to chairman of the board and a new man ("from the world of Wall Street," a company spokesman said) due to become president this week (Jan. 8).

And most of the industry is still biding its time, waiting to see if sales and shares-of-market figures in the first quarter of 1973 will reflect the effect of TV advertising.

## Moss vows to get little cigars off air

Senator Frank Moss (D-Utah) last week repeated a pledge he made last fall to introduce legislation in the 93d Congress to ban broadcast advertising of little cigars (BROADCASTING, Sept. 25, 1972).

At a joint news conference in Washington last Thursday (Jan. 4) with the National Interagency Council on Smoking and Health, Senator Moss said the bill will be co-sponsored by Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.). The measure, said

Senator Moss, would be an amendment to the Cigarette and Labeling Advertising Act and would redefine cigarettes to include little cigars. "I consider them cigarettes," he said. "They're exactly the same size, have filter tips and are advertised in the same manner."

## Counterads called step one toward government controls

**Loevinger cites immediate havoc that advertising would suffer, then the ultimate and greater perils**

The move for counteradvertising on TV and radio was denounced last week as "a political power play" that would "change advertising from an instrument of competition in a free economy to a servant of government and an instrument of propaganda for government-sanctioned viewpoints."

The denunciation was delivered Thursday (Jan. 4) by Lee Loevinger, Washington attorney and former FCC commissioner, who has been among the proposal's most outspoken critics, in a luncheon address before the International Radio and Television Society in New York. His 41-page address, abbreviated in delivery, arrayed 15 legal, logical, economic and other arguments in a summation titled "The Politics of Advertising" that will be published by the Television Information Office and distributed in February.

Mr. Loevinger hit hard at what he called the "power politics" behind the proposal, which was originally advanced by the Federal Trade Commission. Only

in those terms, he insisted, can it be understood.

"The first and most obvious effect of counteradvertising will be to impose substantial additional cost on broadcasting and drive at least some advertising away, thus reducing revenue. By almost any calculation, this will wipe out the overall profit margin of both radio and television. Ultimately this will drive all broadcasting to a dependence on government subsidy or support and thus to a greater government control.

"Presumably this will happen slowly. While the process is taking place, broadcasters will be increasingly subject to the influence and control of the most militant and persistent counteradvertising advocates. These groups will have reason to believe that government agencies which adopt their counteradvertising proposal despite the strong objections to it will continue to be responsive after control of broadcasting has moved from management to government . . .

"The [ultimate] impact will surely be to transfer effective control from the numerous diverse licensees now operating the many licensed stations to some government agency controlled by the political administration of the country and responsive to the most militant advocates of a favored viewpoint."

If the government can mandate the expression of specific viewpoints "in the economic realm," Mr. Loevinger maintained, "it can do so with equal logic in the political realm." Where today's counteradvertising advocates march under the banner of consumerism, he said, tomorrow's "may march under the banner of national socialism or communism, or some other ideology, and make the same demands." The whole idea is "basically subversive," he said.

## Network billings continued up last November

Advertiser investments in network television hit \$200.6 million in November 1972, a 14.4% increase over the com-

parable 1971 period. For the 11 months, investments were 11.6% over the same period a year ago. In dayparts, weekly daytime was up 18.6% in November, nighttime increased 13.4% and weekend daytime up 12.3%. The network billings were compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

Network television time and program estimates by day parts and by network (add \$000)

	November			January-November		
	1971	1972	% change	1971	1972	% change
Daytime	\$ 61,465.6	\$ 71,532.8	+16.4	\$ 484,413.5	\$ 563,856.2	+16.4
Mon.-Fri.	39,566.4	46,938.2	+18.6	326,414.8	367,427.2	+12.6
Sat.-Sun.	21,899.2	24,594.6	+12.3	157,998.7	196,429.0	+24.3
Nighttime	113,917.1	129,035.5	+13.4	995,580.2	1,087,957.9	+9.3
<b>Total</b>	<b>\$175,382.7</b>	<b>\$200,568.3</b>	<b>+14.4</b>	<b>\$1,479,993.7</b>	<b>\$1,651,814.1</b>	<b>+11.6</b>
	ABC			CBS		
January	\$ 45,062.5			\$ 55,687.6		
February	44,809.4			51,065.9		
March	46,902.6			55,851.1		
April	45,998.6			53,140.1		
May	41,130.2			52,696.6		
June	37,185.3			45,030.7		
July	34,760.9			40,925.8		
August	38,068.5			41,539.5		
September	56,475.6			52,916.8*		
October	59,444.6			74,570.9*		
November	60,289.8			76,845.2		
<b>Year-to-Date</b>	<b>\$510,128.0</b>			<b>\$602,407.9</b>		
	NBC			Total		
January	\$ 47,903.9			\$ 148,654.0		
February	51,065.9			149,078.9		
March	51,376.3			154,130.0		
April	46,418.1			145,556.8		
May	42,899.3			136,726.1		
June	38,785.2			121,001.2		
July	36,828.7			112,515.4		
August	37,087.4			116,695.4		
September	50,883.8			180,276.2		
October	72,596.3*			206,611.8*		
November	63,433.3*			200,568.3*		

\*Revised.

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising.

## FTC makes one stick, is rebuffed on another

**Fleischmann's to tone down claims, but in Wonder Bread case, law judge says children aren't guinea by TV**

Standard Brands Inc. and its advertising agency, Ted Bates & Co., both New York, have agreed to modify health claims for Fleischmann's margarine. The agreement was made in a proposed consent order provisionally accepted by the Federal Trade Commission last week.

The order is for settlement purposes only and does not constitute an admission of violation by the firms.

The FTC noted that the proposed order would not preclude claims that Fleischmann's margarine can be used as part of a diet to reduce serum cholesterol. The order prohibits Standard Brands from claiming that corn oil is higher in polyunsaturates and lower in saturates than any other oil available for use in margarines or other food products. It stresses that any use of so-called scientific evidence that premature heart and artery diseases in adults is causally related to diet during childhood must disclose that among experts there are differences of opinion on this relationship.

Meanwhile, the FTC staff was studying an initial decision issued by an FTC law judge recommending dismissal of the commission's complaint against ITT Continental Baking Co. that alleged false nutritional claims in advertising of Wonder Bread. The decision, issued Dec. 27, 1972, by Judge Raymond J. Lynch, found that consumers exposed to Wonder Bread advertising do not perceive Wonder Bread as being more nutritious than other breads and that none of the challenged advertising contained representations alleged in the FTC complaint that was issued in mid-1971.

The initial decision may be accepted, rejected or modified by the FTC.

A key element in the proposed decision rebutted claims by the commission staff that children were over-impressed with the TV commercials cited. The law judge referred to a study showing that by ages 5 to 7 children begin to be skeptical of TV commercials, and that by age 8 they "generally exhibit a clear, consistent and widespread reaction that TV commercials cannot be taken as literally true."

### Business Briefs

**Ties in with movie history.** First Federal Savings and Loan Association of Hollywood, Hollywood, through E. W. Baker Inc., Birmingham, Mich., is using former movie performers Arline Judge, Richard Arlen and George Raft in radio campaign that will run through March 11 and involve some 600 spots on 11 Los Angeles stations. Copy lines for spots, created and produced by Chuck Blore Creative Services, Hollywood, include references to famous movies in which performers appeared and tie in with information that First Federal has been in

business since 1934. Time placements were made by Western Media, Los Angeles.

**Rep appointments.** KABL-AM-FM Oakland-San Francisco: Alan Torbet Associates, New York ■ WYSL(AM), WPHD-FM) Buffalo, N.Y.: ABC-FM Spot Sales, New York ■ KFOG(FM) San Francisco, KLOK(AM) San Jose, Calif.: Katz Radio, New York ■ KDWB(AM) St. Paul-Minneapolis: Radio Advertising Representatives, New York ■ KPRC(AM) Houston: CBS Radio Spot Sales, New York ■ WVIC-AM-FM Lansing, Mich.: Buckley Radio, New York.

**Stouffer's campaign.** Stouffer foods (division of Litton Industries, Solon, Ohio, is currently breaking with new spot TV and radio campaign in 24 major markets to promote line of 35 different frozen foods. Among new commercials, via agency, Ketchum, MacLeod & Grove, New York-Pittsburgh, is 30-second message, "Our Gang," with motif patterned



after "The Godfather" movie sequences. That commercial, for frozen lasagna, has four men seated at a dining room table; the leader tastes the food with the others watching, after having warned the "host" that "It better be good, Tony."

**Getting together.** Milan, Howard & Dunne, New York-based ad agency, has merged with Humbert & Jones, New York. MH&D billed \$500,000 in 1972, 10% of which was in broadcast media. Charles F. Dunne, president of MH&D, joins H&J as vice president and account supervisor.

**L'Oreal picks M-E.** Cosmair, New York, licensee in U.S. for L'Oreal, Paris, has appointed McCann-Erickson, New York, its advertising agency. L'Oreal hair products billed \$2 million with Della Femina, Travisano & Partners, New York, in 1972. About 75% of its 1972 advertising budget was in radio and TV. Cosmair expects to bill \$4 million in 1973.

**WRG picks up.** Sun Oil Co., St. Davids, Pa., has consolidated its Sunoco gasoline and DX motor products with Wells, Rich, Greene, New York. DX account was with Gardner Advertising, St. Louis, recently acquired by WRG. Sunoco had been at William Esty, New York. Combined billings of two brands is approximately \$14 million.

### Media

## Should radio split from the NAB?

**Charging present organization is geared more to TV, Screen Gems' Mogul says RAB could do better**

The idea that radio broadcasters ought to have their own trade association, instead of being part of the National Association of Broadcasters—an attitude that has been expressed from time to time since TV became the dominant broadcast medium—surfaced again last week. This time it came from a broadcast executive and one-time advertising-agency official.

Emil Mogul, executive vice president of the Screen Gems radio stations, would have radio stations withdraw from membership in the NAB, an organization he described as dominated by TV broadcasters and organized specifically to meet the needs of the TV community.

According to Mr. Mogul, Screen Gems' own radio stations have resigned from NAB because, among other things, the NAB has failed to contribute to the radio industry's general welfare.

NAB officials generally were noncommittal about Mr. Mogul's suggestions, although Burns Nugent, executive vice president for station relations, disagreed with Mr. Mogul's premise. He claimed the NAB staff spends more time quantitatively on radio matters than on TV affairs.

Mr. Mogul made his remarks at a year-end luncheon held in New York for business associates. He suggested that the Radio Advertising Bureau fill the breach, assuming greater industry leadership, opening a Washington office and acting as radio's spokesman in the nation's capital.

The Screen Gems executive, who at one time owned an advertising agency, said radio ought to embark on an annual advertising campaign to acquaint advertisers and agencies with "the scope, impact and potential" of radio. He said the campaign could be carried on a \$500,000 a year budget, and suggested that it initially appear in New York, Detroit, Chicago, San Francisco and Los Angeles.

Also recommended by Mr. Mogul was a system of local radio councils that would be established in the top-50 markets to counter what he said was radio's "poor trade image" caused by business practices of various stations. (He was critical specifically of a trend by national advertisers to instruct agencies to buy at local rates, warning that an obvious result would be to dry up national-spot buying).

Mr. Mogul indicated that he would expect RAB to get up more steam. "RAB is operating on four cylinders in an eight-cylinder situation," he said. "We need our own spokesman to stand up and fight for our industry."

Screen Gems owns five radio stations and five TV outlets: KCPX-AM-FM-TV Salt Lake City; WAPA-TV San Juan and

WOLE-TV Aguadilla, both Puerto Rico; WVUE-TV New Orleans; WNJU-TV Linden, N.J.; WWVA-AM-FM Wheeling, W. Va., and WYDE(AM) Birmingham, Ala.

## Eaton's Miami AM on carpet at FCC

**WFAB joins seven sister stations in hearing status**

The FCC has ordered that an eighth station in the group owned by Richard Eaton's United Broadcasting Co. be designated for a license-renewal hearing. The station, WFAB(AM) Miami, is accused of fraudulent billing.

In an order issued last week, the commission stated that, in view of the information before it, it "is unable to find that a grant of the [WFAB] renewal application would serve the public interest, convenience and necessity." It specified that if the administrative law judge assigned to the case fails to find denial of renewal an appropriate penalty, United may be assessed the maximum forfeiture of \$10,000.

The commission also ruled that the outcome of the WFAB proceeding will be contingent on the outcome of FCC hearings involving seven other Eaton stations. Those stations are WOOK(AM) and WFAN-TV, both Washington; WJMO(AM)-WLYT-FM Cleveland Heights, Ohio; WMUR-TV

Manchester, N.H.; WMET-TV Baltimore and KECC-TV El Centro, Calif. The Eaton organization is attempting to sell the three television stations and has requested that the commission waive the hearing orders for those facilities. The commission has not acted on that request.

United also owns, either directly or through subsidiaries, WFAN-FM Washington; KIKU-TV Honolulu; WSID(AM)-WLPL-FM Baltimore; WINX(AM) Rockville, Md., and KEVZ(FM) San Mateo and KALI(AM) San Gabriel, both California.

## IBFM sets conference dates

Robert E. McAuliffe, new head of the Chicago-based Institute of Broadcasting Financial Management, has announced that the annual IBFM conference will be held Sept. 30-Oct. 3 at the New Orleans Marriott hotel. Board of directors meetings are scheduled for Jan. 18-19, Miami; April 12-13, New Orleans, and July 12-13, Denver. Mr. McAuliffe, formerly president of the San Simeon Corp., Chicago television and film production company, recently joined IBFM as executive director and executive vice president of the institute's subsidiary organization, Broadcast Credit Association. He succeeds Warren Middleton who joined Media Payment Corp., New York, as sales manager. IBFM is an association of fiscal officials in broadcast organizations.

## Sonderling buys two and sells two

**Group owner trades Los Angeles AM-FM for Houston combination**

The FCC has approved a \$3-million station-transfer deal involving four stations and that many corporate entities. The transaction brings to group owner Sonderling Broadcasting KIKK-AM-FM Houston-Pasadena, Tex., from Leroy J. Gloger of Houston. In return, Mr. Gloger will receive Sonderling's KFOX-AM-FM Los Angeles, and he will spin off those properties to two separate firms, KFOX(AM) to Walton Communications and KFOX-FM to Cosmic Communications Inc.

The agreements among the affected companies call for Walton to pay Mr. Gloger \$1,175,000 for KFOX(AM). Cosmic will pay \$1,200,000 for KFOX-FM. For the Houston properties, Mr. Gloger will receive from Sonderling a total of \$2,950,000 plus an additional \$500,000 for the building housing the KIKK-AM-FM studios. The assets and facilities of KFOX-AM-FM are included in that total.

Sonderling's current station inventory includes WLKY-TV Louisville, Ky. (which it is selling to group owner Combined Communications Corp.); WAST-TV Albany, N.Y.; WOPA(AM)-WGLD(FM) Oak Park, Ill.; WDIA(AM)-WAID(FM) Memphis; WWRL(AM) New York; WOL(AM)-WMOD(FM) Washington and KDIA(AM) Oakland, Calif.

Walton Communications is principally owned by John B. Walton Jr. The Walton organization owns and operates KELP-AM-TV El Paso, KBUY-AM-FM Fort Worth, KAVE-TV Carlsbad, N.M., and KIKX(AM) Tucson, Ariz. Mr. Walton also has a minority interest in KIDD(AM) Monterey, Calif.

Cosmic is a new firm organized by four San Francisco businessmen, W. John Driscoll, Edward L. Scarff, John J. Pascoe and Wayne K. Van Dyck. All are associated with the Rock Island Corp., a San Francisco investment firm controlled by the Weyerhaeuser family. They have no other broadcast interests.

KFOX(AM) (licensed to Long Beach, Calif.) operates on 1280 khz with 1 kw daytime. KFOX-FM is on 100.3 mhz with 58 kw horizontal and 3.7 kw vertical and an antenna 1,180 feet above average terrain. KIKK(AM) is a daytimer on 630 khz with 250 w. KIKK-FM operates on 95.7 mhz with 40 kw and an antenna 370 feet above average terrain.

## Changing Hands

### Broadcasting

The following sales of broadcast stations were reported last week, subject to FCC approval:

■ WKOP-AM-FM Binghamton, N.Y.: Sold by Andrew Jarema to Tennex Broadcasting Corp. for \$600,000. Tennex Broadcasting is the licensee of WELM(AM) Elmira, N.Y. Its principal is Charles P. LeMieux Jr., owner of the Tennex Sports Co., Norwalk, Conn., manufacturer of



## EAST FM REGIONAL NETWORK \$1,000,000

Five excellent FM facilities serving large region of the East, including coverage in four top 100 markets.

Economical physical set-up with new equipment. 50% down and terms to qualified buyer.

## BLACKBURN & COMPANY, INC.

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1655 Peachtree  
Road, N.E.  
(404) 873-5626

BEVERLY HILLS 90212  
9465 Wilshire Blvd.  
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73-4

sports equipment. WKOP(AM) operates full time on 1360 khz with 5 kw day and 500 w night. WKOP-FM is on 99.1 mhz with 33 kw and an antenna 440 feet above average terrain. Broker: Keith W. Horton Co., Elmira.

■ WFDT(FM) Columbia City, Ind.: Sold by Fidelity Broadcasting Inc. to Thomas F. Jurek and Stephen Ray Klabon for \$100,000. Mr. Jurek was formerly an announcer-engineer with WCRW(AM) Chicago. Mr. Klabon is a recent graduate of St. Edwards University, Austin, Tex. WFDT operates on 106.3 mhz with 3 kw and an antenna 106 feet above average terrain. Broker: Chapman Associates.

#### Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 46):

■ KIKK-AM-FM Houston-Pasadena, Tex.: Sold by Leroy Gloger to Sonderling Broadcasting Co. for \$2,950,000 (see facing page).

■ KFOX-AM-FM Los Angeles: Sold by Sonderling Broadcasting Co. to Leroy Gloger as partial consideration for KIKK-AM-FM (see above), and spun off to Walton Communications (for AM) for \$1,175,000 and Cosmic Communications Inc. (For FM) for \$1,200,000 (see facing page).

■ WLKW-AM-FM Providence, R.I., and WBNY(FM) Buffalo, N.Y.: Providence stations sold by General Cinema Corp. and Buffalo stations by Niagara Frontier Broadcasting Corp. to McCormick Communications Inc. for \$1 million and \$588,000, respectively (see below).

#### Cablecasting

■ Americus, Ga.: Cablevision Co., Americus, sold by Robert E. Lashley Jr. and Mrs. Martha M. Dykes and others to Storer Cable Communications Inc., subsidiary of Storer Broadcasting Co. for undisclosed amount. System, begun in 1969, serves 1,750 subscribers in community about 60 miles southeast of Columbus, Ga. Acquisition by Storer brings to over 90,000 number of subscribers to Storer cable system in Florida, California, Georgia and Alabama. Storer is also group broadcasters, owns six TV and six radio stations.

### McCormick picks up three radio stations

McCormick Communications Inc., Boston, has won FCC approval of the purchase of its first three broadcast stations. The commission authorized the new firm to acquire WLKW-AM-FM Providence, R.I., from General Cinema Corp. for \$1 million and WBNY(FM) Buffalo, N.Y., from Niagara Frontier Broadcasting Corp. for \$588,000.

The WLKW purchase was completed Dec. 28 and the WBNY transaction is expected to be closed shortly, it was reported.

McCormick Communications, which is headed by William M. McCormick, for-

mer RKO General executive, is principally owned by Technical Operations Inc., a Boston-based investment firm. The firm announced last month that it has also reached agreement to purchase WEZE(AM) Boston from J. P. Williams (BROADCASTING, Jan. 1). That \$2.6-million transaction is subject to FCC approval.

WBNY operates on 96.1 mhz with 50 kw and an antenna 400 feet above average terrain. WLKW(AM) is a daytimer on 990 khz with 50 kw. WLKW-FM is on 101.5 mhz with 50 kw and an antenna 500 feet above average terrain.

### Parker charges fall on deaf ears at NAB

Wasilewski sees no fairness bounce from free-broadcasting spots to be auditioned by board this week

Vincent T. Wasilewski, president of the National Association of Broadcasters, told members last week to "pay no mind" to threats that the radio spots being developed for the promotion of free broadcasting might bring fairness-doctrine problems.

He said in a message in NAB's *Highlights* that the association was going "full speed ahead" on its campaign despite threats from the Rev. Everett C. Parker of the Office of Communication of the

United Church of Christ (BROADCASTING, Jan. 1).

Mr. Wasilewski noted that Dr. Parker's letter to broadcasters (a copy of Dr. Parker's original letter to Mr. Wasilewski) implied that NAB was cooperating with the church group. There is no such intention, Mr. Wasilewski said last week. He noted that Dr. Parker had not sent on to the broadcasters a copy of Mr. Wasilewski's reply or the second letter from Dr. Parker threatening litigation.

Rough cuts of the NAB spots will be presented to the NAB boards that meet this week in Palm Springs, Calif. (see page 19). They include one based on one of the NAB advertisements published in Washington newspapers last year, citing the role of broadcast advertising in bringing the public the best seat in the house for a nickel a day; another depicts Hitler haranguing his Brown Shirts, while a background voice explains that the first thing Hitler did when he became German chancellor was to take over all radio stations, and another talks of the independence of news broadcasts that sometimes report things government officials don't like.

The second set of rough cuts, aiming for play during Radio Month in May was developed by Chuck Blore Creative Services and are principally musical numbers sung by well-known artists in praise of radio. The third series is not yet even in rough-cut form. Originally, it was

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thought that this would be the hard-hitting finale to the campaign. But, although NAB officials dismiss the Parker threat as untenable, they are nevertheless holding the third series in abeyance until they see how the wind blows—or how strongly Dr. Parker huffs.

## Parker played 'warped' numbers game—TIO

**Churchman's claim of bad record  
on minority employment is rebutted**

The Television Information Office took sharp issue last week with the contention of the Office of Communication of the United Church of Christ that the broadcasting industry's record of employment of minority group members is "dismal" (BROADCASTING, Nov. 27, 1972).

Roy Danish, director of the TIO, counterclaimed that minority employment in each of nine major occupational categories has risen substantially, pointing out that total employment at the 609 stations analyzed by the church group grew by only 452, while the number of minority workers increased by 611.

He charged that the report issued by the Rev. Everett C. Parker, director of the Office of Communication, used "warped" statistics. Mr. Danish cited, as an example, that Dr. Parker reported a "1% increase" in employment in the category of officials and managers.

"Properly, this should be described as an increase of one percentage *point*," Mr. Danish contended. "Minority employees in this top category increased by 25% during the period studied, accounting for one person out of every four who were hired."

Mr. Danish said "this same misleading technique" was used throughout the study's findings. He explained the report claimed that in the top-10 television markets, minority population totals 34% while minority employment amounts to only 14.5%. Mr. Danish said that the UCC report used population figures for the city of license only, while "actually and legally a station's service area is defined by the extent of its primary signal and not by city limits." He noted that the District of Columbia has a minority population of 72% while the area served by its TV stations has a minority population of 22%.

"The Church of Christ study should not be faulted for attempting to help remedy a situation which is of deep concern to all responsible broadcasters," Mr. Danish said, "but Dr. Parker appears to have a failing adherence to the spirit of sound research and fair play in a matter where both are much needed."

## Covenant revamps in N.O.

Two New Orleans radio stations last week were identifying themselves with new calls—as WGSO(AM) and WQUE(FM)—in place of WDSU-AM-FM New Orleans. The change took place following FCC approval last month of the stations' \$1.5-million purchase by Covenant Broadcast-

ing Corp. from Royal Street Corp. (BROADCASTING, Dec. 11, 1972). Also new at the stations was an announcement by Fred E. Walker, Covenant's president, that James B. Luck, formerly general sales manager of Avco's WOAI(AM) San Antonio, Tex., and with Avco since 1967 at WLW(AM) Cincinnati, has been appointed vice president in charge of Covenant's New Orleans operations. Covenant is a subsidiary of Broad Street Communications, New Haven, Conn., licensee of WELI(AM) New Haven and owner of several cable systems through another subsidiary.

## The selling of Quello

**Michigan agency head elicits support  
from state's congressional delegation  
for broadcaster's FCC candidacy**

A campaign by James H. Quello, retired Michigan broadcaster, for a seat on the FCC has taken on the tint of an advertising campaign.

And, in fact, an advertising man seems to be orchestrating the drive, at least the Michigan sector; he is Jack Parker, chairman of Parker, Willox, Fairchild & Campbell advertising agency in Saginaw, Mich. Mr. Parker has secured evidence of support for Mr. Quello from most of the Michigan congressional delegation—including Democratic Senator Philip A. Hart and Republican Senator Robert P. Griffin. Senator Hart indicated he didn't think his recommendation would carry much weight with a Republican White House, but he said he was in favor of the appointment. Senator Griffin, on the other hand, said that "Jim would be a fine addition to the commission and you may be sure I am doing all I can on his behalf."

A large majority of Michigan's 19 congressmen endorsed Mr. Quello's candidacy for the FCC vacancy—due to occur June 30 when the term of Commissioner Nicholas Johnson ends. Included in the House recommendations was one from Republican House leader Gerald R. Ford (R-Mich.), who said he has been on record at the White House for some months "with my own enthusiastic endorsement. . ." Another supporter, Representative Elford A. Gederberg (R-Mich.), commented: "I too am familiar with the fine background which Jim has in communications and I believe that he would make an excellent addition to the commission."

One congressman, a Democrat, took a line similar to that of Senator Hart. This was Representative William D. Ford (D-Mich.), who spoke highly of Mr. Quello's qualifications for appointment to the FCC, but expressed doubts at the usefulness of his recommending the move to the President, since, Mr. Ford said, "I have been one of the leading critics in Congress of many of President Nixon's programs and policies."

Also endorsing Mr. Quello to Congress and cabinet officers were Michigan Governor William G. Milliken and Detroit Mayor Roman Gribbs, as well as



Joseph P. Spano of the Italian American Chambers of Commerce of Michigan.

Mr. Quello is the retired vice president-general manager of WJR-AM-FM Detroit. He recently was named a part-time consultant in the Washington office of Storer Broadcasting Co. He is also a consultant to Capital Cities Broadcasting Corp., owner of the Detroit stations.

## ABC told to sever tie with XETV

**Commission action sparked by plea of San Diego U seeking affiliation**

ABC and XETV(TV) Tijuana, Mexico, last week were pondering their next move in the wake of an appeals court decision upholding the FCC order terminating their 17-year affiliation.

The commission, in denying renewal of ABC's authority to feed its programming to the Mexican VHF, had it in mind to persuade ABC to affiliate with a San Diego UHF, KCST-TV, a few miles to the north (BROADCASTING, June 5, 1972).

However, ABC was said to be considering further court review.

XETV was said to be awaiting a decision on ABC's strategy before settling on its own. But the station was reported ready to continue the court fight even if ABC drops out.

The commission had denied renewal of an authorization it had given ABC routinely every year since 1955 on the petition of KCST, an independent station in a market where the only two other stations are VHF's that are network affiliates. KFMB-TV is affiliated with CBS, KOGO-TV with NBC. KCST wanted the ABC affiliation, and the commission, in its order, made it clear it expected the realities of the situation to bring about that result.

The court, in a brief, unsigned order, said the commission did not act improperly in "taking into account . . . what it conceived to be the public interest in having a third local network outlet in San Diego, as distinct from continuing to rely on a foreign station to supply that service." The court noted that in 1955 XETV was the only outlet available to ABC.

The commission was "well within the bounds of its statutory authority in weighing the advantages and disadvantages of allowing the permit to expire," the court said, adding: "Those were cast largely in terms of the merits of having a local licensee, as against the possible shrinkage of the number of viewers having access to a UHF, as distinct from a VHF station."

And the balance finally struck, the court said, was neither arbitrary nor insufficiently articulated.

The court also supported the commission on the second of the two considerations on which it denied renewal of ABC's authority—the "deficiencies in the programming performance of the Mexican station." The court said that the commission was within its authority in using the standard, and that the record justified the conclusion.

## Media Briefs

**Gain of 233 for NAB.** National Association of Broadcasters reported it entered new year with all-time high in membership—4,414, gain of 233 members during 1972. Breakdown: TV, 523 members; AM, 2,233; FM, 1,365; networks, seven, and associates, 286.

**The search goes on.** Robert E. Larsen, on-air personality and station executive in Midwest for past 22 years, has formed own executive search organization. *Robert E. Larsen Co., 1053 W. Ogden Avenue, suite 241, Naperville, Ill. 60540. (312) 357-3716.*

**Back to CBS.** KOOK(AM) Billings, Mont., which had been CBS Radio affiliate from 1951 until 1962 and has been independent since then, rejoined network on Jan. 1.

**Primer for citizen groups.** The office of Communication of United Church of Christ is distributing a paperback, *Guide to Understanding Broadcast License Renewal Applications and Other FCC Forms*, designed to help citizen groups evaluate the programming and employment practices of their local stations. The guide was written by Office of Communication member Dr. Ralph M. Jennings and includes information on the renewal of broadcast licenses, the broadcasters' programming responsibilities, equal employment opportunities and a sample of the FCC forms required of licensees. This guide can be bought for \$1 from Office of Communication, United Church of Christ, 289 Park Avenue South, New York 10010.

**Eight for four.** ABC Radio reports new affiliations to its four networks: KRRR (AM) Ruidoso, N.M., to American Contemporary; KOWH(FM) Omaha, WKBK(AM) Keene, N.H.; WFIR(AM) Norfolk, Va., and WSTL(AM) Eminence, Ky., to American Entertainment; KITT(AM) San Diego and WKQB(AM) Garner, N.C., to American Information; WYBC-FM New Haven, Conn., and WPQR-FM Uniontown, Pa., to American FM.

## FCC clears out deferred Pittsburgh renewals

The FCC has informed the Pennsylvania Human Relations Commission that it will no longer defer the renewal applications of 14 Pittsburgh stations that are being investigated by the state agency for alleged practices of employment discrimination.

In a letter to Homer C. Floyd, PHRC executive director, the commission noted that it has refrained from acting on the stations' renewals since last August at the state agency's request. PHRC is investigating a complaint by Lue Edna Morgan that each station discriminated against her by refusing her employment on the basis of race, sex and age. Ms. Morgan is a black woman over the age of 40. She also contends the stations carry on generally discriminatory employment policies.

The commission told Mr. Floyd that



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when it implemented its equal-employment requirements in 1969 it stated that "not every complaint of an isolated action, even if substantial, will warrant deferring action."

Commissioners Nicholas Johnson and Benjamin Hooks dissented in the 5-to-2 action, with Mr. Johnson claiming the majority showed "considerable disrespect" for PHRC activities. He likened the FCC action to the commission's granting a station renewal in the face of a pending petition to deny and claimed the action precludes PHRC from "filling the void which we euphemistically describe as our 'equal employment opportunities program'."

Stations involved are KQV(AM), WDVE-FM, WEDO(AM), WAMO-AM-FM, WJAS-AM-FM, WTAE-TV, KDKA-AM-FM-TV, WIIC-TV, WQED-TV, and WQEX-TV. The letter to Mr. Floyd was sent Dec. 20, and all outlets in question were renewed two days later.

## FCBA asks FCC to look into Nash vs. Cottone

The executive committee of the Federal Communications Bar Association has asked FCC Chairman Dean Burch to institute a formal hearing into the conduct of attorney Benedict Cottone and FCC Administrative Law Judge Ernest Nash in connection with the license-renewal proceeding involving KAYE(AM) Puyallup, Wash.

A resolution adopted by the committee asserted that because of the charges and countercharges regarding the activities of Messrs. Cottone and Nash (Mr. Cottone is chief counsel for KAYE; Judge Nash is the presiding officer in the case) "justice requires the timely resolution of the charges." Judge Nash has removed Mr. Cottone from involvement in the case and ordered the station's renewal application dismissed following a stormy hearing during which the two men continually accused each other of impropriety and unethical behavior.

The FCBA resolution requested that the proposed hearing be conducted before either a retired or senior federal or state court judge, or other appropriate officer who is not connected with the FCC. The resolution was handed down at the request of Mr. Cottone.

## Programing

### ABC pays the price for next Olympics; NBC still cries foul

**\$25 million committed for rights to telecast 1976 summer games; Olympic committee indicates other network applied too late**

ABC last week was granted exclusive U.S. television rights to the 1976 Olympic games for the record amount of \$25 million.

The agreement was announced in Montreal last Wednesday (Jan. 3) shortly after the contract was signed. Roger Rousseau, president of the Organizing Committee for the Olympics, which will be held in Montreal from July 17 to Aug. 1, said the \$25-million figure includes TV rights and facilities and is almost twice the \$13.5 million ABC paid for the 1972 summer games in Munich.

Mr. Rousseau and ABC officials were in Montreal and answered questions by newsmen in that city and in New York. The latter heard details via a closed-circuit hook-up. Most queries centered on the complaint by NBC that the Organizing Committee had sought to award the rights to ABC "through secret and noncompetitive procedures" (BROADCASTING, Jan. 1).

Replies by Mr. Rousseau, Roone Arledge, ABC Sports president, and Marvin Josephson, president of International Famous Agency, consultant to the Organizing Committee, stressed that all networks had been informed during the Munich Olympics last summer that the Organizing Committee was open to presentations. They all made the point that until mid-November no U.S. broadcasting organization except ABC had accepted the Organizing Committee's invitation and that by that time ABC had provided detailed information on its plans and had given evidence of its expertise in Olympics coverage.

Another point made by the three executives was that there was never any intention to open up the rights to Olympics coverage to competitive bidding. They claimed there is no precedence for this practice in previous Olympiads and said the trend in all sports negotiations is to select a network on the basis of various criteria, including familiarity with a particular type of coverage, expertise in a specific sector and technical facilities to be offered.

Mr. Rousseau indicated that NBC's response arrived at a date too late to be considered seriously, though he added that "the door wasn't closed" until the actual contract was signed.

NBC issued a statement saying that "NBC continues to believe that the procedures used to award American television rights to the 1976 Olympics are contrary to the best interests of the people of Canada, the American television audience and the games themselves. The

Organizing Committee's unwillingness to follow the procedure of open bidding raises serious questions, which are still to be answered."

NBC had lodged its earlier complaint with the International Olympics Committee. An NBC spokesman said there would be "no further comment" from his company at this time.

The ABC agreement must be approved by the International Olympics Committee, but observers felt this was merely a formality in view of the \$25 million sum and ABC's acknowledged prowess in Olympics telecasting.

Mr. Arledge told the news conference that the total package would be in the neighborhood of \$40 million, including \$25 million for rights and facilities and \$15 million for time, talent and associated expenses. He added this \$40 million is hopefully the amount advertisers would pay for sponsorship of the 1976 summer Olympics, but said "we don't expect to recoup it all." Total costs for the Munich games were said to be about \$23 million and ABC is understood to have lost \$2.5 million to \$3 million. ABC provided 64 hours of satellite coverage of the 1972 Olympics and 45½ hours of the 1968 summer games from Mexico City. Mr. Arledge said in 1976 ABC will present more hours of total coverage than it provided last year.

## An attempt to rock the Saturday ratings

**That's the beat being used by ABC-TV in musical mini-series to teach math to youngsters**

ABC-TV, which Nielsen rates as number two in Saturday-morning children's programming, is trying harder to unseat leader CBS. The latest weapon is deceptively small. *Multiplication Rock* is a series of nine three-minute musical cartoons that present multiplication tables in every up-to-date musical idiom from country-and-western to slow-and-funky soul blues. The characters have such names as Lucky Seven Sampson, Figure Eight and Little Twelve Toes.

ABC was able to program these mini-shows by cutting three minutes out of every other children's program between 8 a.m. and 2 p.m. NYT on Saturdays and 10 a.m. to 12 noon NYT on Sun-



**Family portrait.** This is the cast of characters (numbers zero through 12) in ABC-TV's new musical cartoon feature *Multiplication Rock*.

**Tunney succeeds Spong.** The newest member of the Senate Commerce Committee is John V. Tunney (D-Calif.), who was approved for the slot last week by the Senate's Democratic Caucus. The 38-year-old senator will fill the vacancy on the committee created last November when Senator William B. Spong (D-Va.) was defeated in his bid for re-election. Senator Tunney served in the House from 1964 to 1970, when he was elected to the Senate. No other assignments of new members to the Senate committee are expected. Vacancies on the House Commerce Committee are expected to be filled this week.



days. According to Lee Polk, ABC director of children's programming, their program suppliers gave them little resistance but it is costing the network a substantial sum of money to customize the lengths of shows for ABC. The icing on the cake in this learning adventure is that the network had little trouble finding sponsors for the series: General Foods, White Plains, N.Y. (through Grey Advertising, New York), and Nabisco, New York (through William Esty, New York), have each purchased half-sponsorship of *Multiplication Rock*.

The series premiered last weekend (Jan. 6-7) with programs on "My Hero Zero," "Elementary, My Dear," "Three Is a Magic Number" and "The Four-Legged Zoo." Each program is shown twice the day it's broadcast, three programs on Saturday and one on Sunday. The schedule is as follows: (all times NYT) Saturdays at 8:25 a.m., 9:25 a.m., 10:25 a.m., 11:55 a.m., 12:25 p.m., 1:25 p.m.; and on Sundays at 10:55 a.m. and 11:55 a.m. There are plans for adding two other series of musical cartoons on American government and English grammar to the rotation, probably next fall.

*Multiplication Rock* is produced by Scholastic Rock, a wholly owned subsidiary of the New York-based advertising agency of McCaffrey & McCall. All programs in the series were pretested by The Bank Street School of Education, New York. Agency President David McCall had the original idea for *Multiplication Rock* when he observed that his 10-year-old son could not memorize multiplication tables for school but had no difficulty remembering virtually every rock lyric on the top-40 charts. He discussed the idea with M&M Senior Vice Presidents George Newall, copy, and Tom Yohe, art. Mr. Newall recommended composer Bob Dorough who, armed with textbooks on the new math, went off and wrote the 10 songs in the series.

At that point, M&M figured on releasing the songs as records only. (There are still plans for going ahead with albums.) But when Rad Stone, account supervisor for ABC-TV (an M&M client), heard them, he told the group that ABC was looking for entertainingly educational children's material. With that, Tom Yohe created a three-minute cartoon around the song "Three Is a Magic Number."

With the approval of ABC-TV President James Duffy, the series *Multiplication Rock* was produced. Scholastic Rock has already produced several pilot films for projected series dealing with American history—"Bill," a character trying to get through a session of Congress, and "Preamble," which is literally the preamble to the Constitution; and English grammar—"A World Without Verbs," which shows a world that can't move.

Mr. McCall discussed this diversification move by M&M, noting that many of the larger agencies were running into business difficulties managing companies outside the ad industry and emphasized that "here we're doing something where we're in control, we're doing what we do best, we're using our usable muscles."



**Joint venturers.** Avco Broadcasting and Meredith Corp. will co-produce a series of nine prime-time specials for children and young people. The programs will be telecast on the five TV stations owned by each of the companies, and will be offered for syndication by Avco Program Sales. Among the efforts are *Four Children*, which portrays life styles of the economically disadvantaged, and *Pilgrim Journey*, a re-creation of the Mayflower voyage told through the fictional diary of a young girl passenger. The announcement was made in New York after this meeting of (l to r): Harry Francis, Meredith's vice president for operations; James Conley, vice president of Meredith Corp. and general manager of its broadcast division; John Murphy, president of Avco Broadcasting, and Walter Bartlett, Avco's senior vice president.

## On FCC agenda today: more on children's TV

Three days of testimony planned  
as follow-up to October panel sessions

The FCC turns its attention back to children's television programming this week, with two and a half days of oral argument on the subject in Washington.

The commission will hear some 50 speakers, representing citizen and consumer groups, educators, broadcasters, advertisers, and government, beginning today (Jan. 8).

For three days last October, the commission heard panels drawn from many of the same groups discuss the issues involved (BROADCASTING, Oct. 9, 1972).

The proceeding was precipitated by a pleading filed with the commission three years ago by Action for Children's Television, Boston-based group critical of the amount and quality of programming available for children. ACT urged the commission to require all television stations to carry 14 hours of children's programming weekly, and to prohibit airing commercials in that programming.

The proposal remains the focal point of the proceeding, although the commission has yet to endorse it.

The speakers, who have been allotted between 10 and 30 minutes each, or the organizations to be represented:

On Monday—Mary Ellen Hilliard; Dr. Carolyn B. Block of Bay Area Association of Black Psychologists; the Rev. Edward A. Powers of Division of Christian Education, United Church of Christ; National Organization for Women; CBS; Peggy Charren, Evelyn Sarson and Earle K. Moore of ACT; Dr. Juan Aragon of Bilingual Children's Television; Dr. Seymour Banks of American Association of Advertising Agencies; John B. Summers and Stockton Hellfrich of National Association of Broadcasters; Stephen L. Bluestone, former NAB code staff member; William H. Melody of Annenberg School of Communications;

Robert E. O'Brien of O'Brien Communications Inc.; Janis Marvin of American Women in Radio and Television Inc.; Howard Monderer of NBC; Philip C. Chin of Office of Asian American Affairs, Department of Health Education and Welfare.

On Tuesday—Sister Leo Vincent Short of National Catholic Educational Association; Paul J. Mundie, of Committee on Children's Television Inc.; Lorraine F. Lee-Banner (Happy Raine) of WCSC-TV Charleston, S.C.; Fly, Shuebruk, Blume & Gaguine, on behalf of five licensees; Dow, Lohnes & Albertson, on behalf of five licensees; Anne Hanley, National Cable Television Association Inc.; Warren Braren of National Citizens Committee for Broadcasting, Consumer Federation of America and Consumers Union of United States; Smith & Pepper, on behalf of three licensees; Viewers Intent on Listing Violent Episodes on Nationwide Television; John E. Martin Jr., American Federation of State, County and Municipal Employees, AFL-CIO; Richard Heffner, Richard Heffner Associates Inc.; Toy Manufacturers of America; Association of National Advertisers Inc.; Robert B. Choate, Council on Children, Media and Merchandising; National Association for the Education of Young Children, and National Association for Better Broadcasting.

On Wednesday—Kathryn M. Fong of Chinese Media Committee; William S. Abbott of Foundation to Improve Television; Carol K. Kimel of National PTA; Robert Stein of Citizens Communications Center; Manuel Larez, League of United Latin American Citizens; Pierson Ball & Dowd, on behalf of five licensees; Larry Harmon, Larry Harmon Pictures Corp., and Dr. Frederick Green and Lillian Ambrosino, both of Office of Child Development, Department of Health, Education and Welfare.

## Program Briefs

**Checking in again.** Screen Gems, which turned out 90-minute special production of comedy titled "Honeymoon Suite" for presentation on ABC-TV's *Afternoon Playbreak* last summer, is producing two more such specials. They'll be shown on ABC-TV's late-night *Wide World of Entertainment* series. "Honeymoon Suite" concept was developed and is produced with Douglas S. Cramer Co., Hollywood.

**Linkletter returns.** Art Linkletter, last in regular show on NBC-TV daytime in 1970, is to be host of new morning cook-

ing series on KTLA(TV) Los Angeles. Program, *It's Your World*, will have Mr. Linkletter interviewing show business personalities and experts of field of nutrition. Food items will be cooked on show and recipes made available to viewers. Half-hour bi-weekly program starts Jan. 16.

**In late slot.** ABC-TV has chosen contemporary music series *In Concert*, which had two trial runs late last year, as one of formats to alternate with Dick Cavett and Jack Paar in 11:30 p.m.-1 a.m., NYT, period. Series will be aired every second Friday, beginning Jan. 19.

**One for the fans.** National Football League Commissioner Pete Rozelle made good on his promise to lift the local TV blackout in Los Angeles of the Super Bowl VII game Jan. 14 if stadium tickets were sold out 10 days in advance. Mr. Rozelle's announcement last week said the sell-out of 90,182 tickets was reached 11 days before the day of play. The commissioner had come up with his plan on the Super Bowl last October as one means of diverting pressure from Congress and elsewhere that the pro league lift TV blackouts of home games. The game, which is to be played at the Los Angeles coliseum at 3:30 p.m. NYT between the Washington Redskins and Miami Dolphins, will now be telecast on NBC-owned KNBC(TV) as well as nationally.

## Broadcast Journalism

### White House sniping at news media draws PTV censure

Segment charges Nixon is sending 'surrogates to discredit press'

Public television carried a program segment last week that examined the critical barbs being tossed at network-TV news by Clay T. Whitehead, director of the White House Office of Telecommunications policy.

And climaxing the segment, titled "The Whitehead Watch," was a commentary that asserted "there is no longer much question that shackling the American press is a major goal of the Nixon administration."

The final remarks were voiced by Carey Winfrey, producer of the *Behind the Lines* program of which the Whitehead portion was a part and which was distributed nationally by the Public Broadcasting Service. Referring to Mr. Whitehead, Mr. Winfrey said President Nixon is "sending out surrogates to discredit the press" and cited the OTP director's recent criticism of network news.

"Beyond the parade of officials called out to denounce it, Mr. Nixon himself remains disdainfully aloof from the press," Mr. Winfrey said. "He has given fewer press conferences than any Presi-

dent in history. He has approved crippling increases in magazine postal rates. . . . He has vetoed long-range funding for public television. And, in our view, at least, he continually confuses the press's proper adversary role with something he calls Eastern liberal bias."

Within the program segment was a clip showing Mr. Whitehead making the Indianapolis speech in which he said the administration planned to send to Congress legislation affecting local broadcasters (BROADCASTING, Jan. 1). Mr. Whitehead said the proposal would extend station licenses from three to five years but added that station management should be held responsible for all of the programming on local outlets, regardless of the origination of the program. (This responsibility is now imposed by FCC rules and policy.)

NBC News correspondent John Chancellor said he felt the administration is trying to divide the local stations and the networks and regretted the suggested legislation because it threatened stations with the loss of their licenses unless they followed "some plan which is at the moment very vague."

FCC Commissioner Nicholas Johnson, also appearing on the program, said the U.S. has no national newspaper and called the network news departments the only institutions capable of "taking on the President of the U.S." He said that is why Mr. Nixon is focusing on these departments, "trying to make them less powerful."

Norm Heffron, director of news, KING-TV Seattle, said he believed the networks handle news fairly and impartially. Ancil Payne, president of KING-TV, said that he was concerned that pressure has been placed on the adversary relationship between the government and the press with the threat related to station licensing.

Don DeGroot, station manager, WWJ-TV Detroit (an NBC affiliate), discussed the station's *Newswatch* program which is carried three times a week and rebuts a segment of the previous evening's NBC news. Mr. DeGroot said the station's management had felt for a long time that network news had "a high degree of bias," and introduced *Newswatch* as a counterbalance last year.

"We're not opposed to people hearing the liberal or the leftist side of things," Mr. DeGroot stated. "We only say that then they ought also to be able to hear the right or the conservative side because they really ought to be able to get a balance so they can make up their minds legitimately."

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### Calif. extends protection

The California law to protect journalists who refuse to reveal confidential sources has been broadened under a bill signed into law by Governor Ronald Reagan. The new bill, apparently prompted by the imprisonment of *Los Angeles Times* reporter William T. Farr for refusing to identify his sources of a story, extends newsmen's immunity from being held in contempt of court when sources



of information are withheld to include testimony before grand juries. Previously California law protected newsmen in dealings with the legislature, a judge, or any governmental administrative body.

The bill has no effect on the Farr case. It was introduced by Assemblyman William T. Bagley (R-San Rafael). Covered by the bill are publishers, editors and reporters for newspapers, wire services, television and radio stations.

Governor Reagan, on signing the bill, said: "I believe in the First Amendment to the United States Constitution which guarantees the freedom of speech and press. [This] legislation is in keeping with that amendment and strengthens the newsman's privilege. A free press is one of this country's major strengths. And the right to protect his source of information is fundamental to a newsman in meeting his full responsibilities to the public he serves."

## War of words continues over Whitehead speech

**Producer of new 'Reasoner Report' figuratively thumbs his nose at administration pressures**

Ernest Leiser, the producer of ABC-TV's new weekly public-affairs series, *The Reasoner Report*, said last week that in response to what he termed "pressure" by the Nixon administration, "I hope my employers at ABC say, 'To hell with you, Mr. Nixon' and 'To hell with you, Mr. Whitehead.' We're not going to cave in to that kind of pressure on my show."

Mr. Leiser made these remarks at a news conference last Thursday (Jan. 4) in New York. Also at the conference was Harry Reasoner, the co-anchor of ABC's evening news show, who will be featured on *The Reasoner Report*. He said, "All administrations have used pressure and antagonism in their dealings with the media, but with Nixon the pressure and antagonism are much more apparent, more obvious, cruder than with other administrations."

Mr. Leiser said that the new half-hour show, to be seen Saturdays at 6:30-7 p.m. NYT starting Feb. 24, will deal "in depth" with "subjects like the government's intrusion into the content of TV news."

Mr. Reasoner then pulled a sheet of paper out of his pocket, which contained a list of the cities whose ABC-TV affiliates hadn't yet indicated they were going to carry the show, and jokingly urged the reporters from Buffalo and Baltimore, who—along with a number of other out-of-town TV reporters—had been flown into New York by ABC, to put pressure on the ABC stations in those cities.

**ASNE sharply criticizes bill proposed by White House as danger to free flow of information**

The chairman of the freedom of information committee of the American Society of Newspaper Editors last week

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went to the defense of broadcasters whose First Amendment rights he said were being threatened by the Nixon administration.

Robert D. Fitchenberg, who is executive editor of the *Knickerbocker News-Union-Star*, in Albany, N.Y., issued a statement attacking the draft bill disclosed by Clay T. Whitehead, director of the Office of Telecommunications Policy, last month as "one of the most ominous attacks yet on the people's right to free flow of information and views."

He said White House "plans to substitute its judgment on what is news and fair comment for the judgment of the public and the TV broadcasters."

An aide to Mr. Whitehead, Brian Lamb, said in reply that it "is very disturbing to see a committee going by that name and supposedly upholding the highest professional standards of accuracy making statements so clearly erroneous and so clearly misinformed."

Mr. Whitehead, in his speech, charged network news operations with bias and said local stations should assume greater responsibility for the network programming they air. However, the bill which would extend license periods to five years from three, does not tie that kind of responsibility to license renewal.

## Moves in new Congress for newsmen's privilege

**Schweiker introduces promised bill and ANPA submits draft legislation**

The American Newspaper Publishers Association last week submitted to Congress its recommendations for newsmen's privilege legislation. And, in another development, Senator Richard Schweiker (R-Pa.) introduced a bill to protect journalists' confidential sources and information from government subpoena.

The ANPA proposal would provide newsmen with an unqualified privilege from subpoena and would apply to any state or federal investigation or proceeding. The draft bill, sent last Wednesday (Jan. 3) to all members of Congress—including Senator Sam Ervin Jr. (D-N.C.) and Robert W. Kastenmeier (D-Wis.), who head subcommittees charged with newsmen's privilege legislation—was the result of ANPA's legal studies and consultations with a number of print and broadcast organizations.

The Schweiker bill, introduced last Thursday (Jan. 4), applies only to federal proceedings. It provides absolute protection for newsmen's information and sources before grand juries, agencies or departments and Congress, and affords qualified protection before federal courts.

The qualified protection would apply in criminal court cases only if the person seeking the information could show that (1) the information probably relates to a specific law violation; (2) the information cannot be obtained elsewhere, and (3) there is "a compelling and overriding interest in the information."

## Equipment & Engineering

### IBEW's grip on the future is loosened

**CBS settlement gives company more flexibility in assignments; next: ABC, NBC talks with NABET**

Members of the International Brotherhood of Electrical Workers were back at their CBS jobs last week after a compromise agreement ended their eight-week strike.

The terms of the agreement, especially on the NUB issue of jurisdiction over new and emerging technologies, seemed likely to become a factor in forthcoming negotiations between ABC and NBC and their own technicians, who are represented by the National Association of Broadcast Employees and Technicians.

The details, as reported unofficially last week, were generally regarded as representing a CBS gain—an interpretation that was also supported by open opposition to the pact by some union figures in New York. Apparently responding to such criticism, New York members voted 364 to 206 to reject the agreement, but members in six other cities turned the nationwide outcome in favor of acceptance by 561 to 509.

On the issue of jurisdiction over graphic display devices, such as those used to project election returns, news bulletins and the like, the union was said to have granted limited exceptions to its jurisdiction to permit their use by nontechnical people having special skills in such areas. For its part, CBS agreed that such nontechnical personnel will be the same type of people who were employed in the past to create similar effects by nonelectronic means.

In the case of devices used to project freehand displays, such as the moving lines on weather maps, on-air personnel and others with unusual expertise will be permitted to perform the operation. CBS agreed, however, to use its best efforts to provide opportunities for technicians to improve their skills in the use of such devices and to continue to use technicians to install, maintain and repair these devices.

In the electronic editing of video tape, the union reportedly won basic jurisdiction with assurance that a technician would always be assigned to the system when it is operating, but CBS won the right to let the director operate the editing pen on entertainment programs produced by outside packagers in CBS facilities or produced outside for broadcast on CBS. On programs not produced at CBS facilities or for initial broadcast on CBS, the producer is free to decide who operates the editing pen.

On automation, a key issue was said to involve jurisdiction over preparation and entry of instructions to computers that perform functions formerly performed manually by technicians. The

union was said to have been given a statement of CBS's intentions as to automation over the three-year term of the contract and, relying on that statement, to have agreed that nontechnical people may handle these chores in nontechnical areas with two exceptions: In radio, technicians will feed changed instructions within two hours of airtime, and in television, within approximately 15 minutes of airtime. CBS also agreed that at least one input device would be available for technicians' use in the technical area.

CBS also agreed to make its future automation plans known as soon as feasible, to maintain certain manpower commitments on its AM stations, to give at least six months' notice of any decision to automate its WCBM-FM New York or WBBM-FM Chicago and to make special provisions for union members displaced directly by automation.

Employees laid off because of automation are to get three months' pay in lieu of notice, and also will get double the contractual severance pay. Those eligible for and voluntarily taking early retirement are to get three months' pay in lieu of notice; severance pay, continued coverage under CBS noncontributory life-insurance plan to age 65, continued coverage under the comprehensive medical insurance plan at their expense to age 65 and participation in improvements in the CBS pension plan's early-retirement feature if approved by the CBS board.

CBS also was said to have won the right to let executives record programs off the air in their offices and to play them back in their own or other executives' offices, and to play back other program material—provided it was recorded or dubbed by a technician—for purposes of legal review or for news-policy or content review but not for editing. Playback by nonunion personnel for news-policy or content review is to be limited to the four most senior news executives at CBS News in New York, the ranking news executive at each domestic news bureau and the two highest news executives at each CBS-owned TV station. Moreover, such material may be played back in its entirety only once.

In the area of TV journalism, CBS apparently won some additional flexibility in granting meal periods for technicians on news assignments by agreeing to a new schedule of penalties for shortened, delayed or missed meals. This had been called a key issue.

The agreement was also said to call for retaining the special film-editor category (including freelance film editors, whom the union had wanted to eliminate); reducing the minimum number of technicians required to be employed in film editing and cutting in New York from 41 to 31; a giving up by CBS of its limited right to subcontract film editing in the third year of the contract and the granting of jurisdiction to IBEW when staff technicians are used in news gathering in the continental U.S. (except Alaska).

In radio journalism, most of the old restrictions on the radio reporters' freedom to cover news stories with audio

recorders were reportedly removed.

Union gains under the new pact were said to include a 5½% increase in the base wage each year, compounded; two additional holidays (Independence Day to be added in the first year, Washington's Birthday in the third), making a total of 10; full salary for 52 weeks if injured on the job; CBS-paid extended disability insurance; eligibility for participation in the CBS investment program in the second year of the contract; a new accrual formula on sabbatical vacations to apply to terminations; increased payments for long shifts; longer notification of changes in days off and new restrictions on work after driving technical vehicles on long hauls.

When the union vote approving the agreement was announced Dec. 28, CBS Vice Chairman Frank Stanton hailed the pact as one that "provides a fair solution of the issues and makes possible a return to the good relationship which CBS and the union have had for many years."

That "good relationship" appeared severely strained at times during the strike, marked by what CBS officials called "barbarous" violence against their people on one occasion and forcing cancellation of CBS plans to cover some pro football games. Union officials denied knowledge of either violence or threats, but CBS later reported that "charges" were being filed against defendants it did not publicly identify. The disposition of those charges remained unclear last week.

The settlement also came while the American Federation of Television and Radio Artists was awaiting a hearing later this month on its appeal of an injunction barring it from ordering its CBS members to honor the IBEW picket lines.

The IBEW agreement is retroactive to Oct. 1, 1972, and extends to Sept. 30, 1975. The strike started Nov. 3, 1972, and was strongly supported in New York by the NABET locals that represent comparable technicians at NBC and ABC. Many of the issues that dogged the CBS-IBEW negotiations presumably will be raised in the other networks' bargaining with NABET, which is set to start in early March. Their current contracts expire March 31.

## Charleston VHF's are told to stay put

A request by the four VHF television stations in Charleston, S.C., to relocate their transmitting facilities on a common tower outside the city has been denied by the FCC's Review Board on the grounds that the resulting expanded service would pose a threat to UHF development in the neighboring Florence, S.C., market.

The board's order, issued last week, affirms an April 1971 initial decision by Administrative Law Judge James F. Tierney. The four applicants, WUSN(TV), WCSC-TV, WCIV(TV) and noncommercial WITV(TV), had all taken exception to that decision.

(The review board, however, found that Judge Tierney's findings were "thor-

ough and accurate in all significant respects." Florence, the board found, has a realistic potential for further UHF development (it has two available UHF channels), and is especially prime for a new UHF facility since significant portions of the market currently do not have access to an ABC-affiliated station. One of the four Charleston stations—WUSN—is an ABC affiliate.

## Western Union is first to win green light for domsat

**FCC gives nod and company hopes to have service ready in summer of 1974**

The FCC issued its first domestic-satellite grant last Thursday (Jan. 4)—to Western Union Telegraph Co., the first applicant for the new service. There are six other applications still pending.

Western Union President Earl D. Hilburn said after the grant was announced that the first "Westar" bird will be launched in April next year and a second in June of 1974. The complete system of two satellites, capable of covering all 50 states and Puerto Rico, will be operational by the summer of 1974, he said.

Each satellite has 12 transponders (transmitting-receiving devices), with each transponder capable of providing either one TV channel, 1,200 one-way or 600 two-way voice circuits; 20 to 60 teletypewriter circuits, one 50 megabit-per-second data channel.

Mr. Hilburn said Western Union already has one customer. This is General Electric, which is leasing one transponder for company-wide internal communications, using its own earth stations. He said two other major corporations are considering signing similar leases.

Western Union has talked to the TV networks, Mr. Hilburn said, and has made proposals in answer to requirements specified by the joint network task force. He declined to indicate what the prospec-



Those smiles are for real. FCC Chairman Dean Burch (l) is handing Earl D. Hilburn, president of Western Union Telegraph Co., the first FCC authorization for building and operating a domestic satellite communications system to serve all 50 U.S. states and Puerto Rico. The grant was made Jan. 4, and Mr. Hilburn said Western Union will launch its first bird in April next year.

tive charges would be for TV network service. Another Western Union official, however, noted that other domsat applicants had made bids of about \$40 million annually. This compares to the \$60 million the networks are estimated to now pay AT&T for terrestrial service. This figure may, however, be reduced considerably if the FCC approves new AT&T program-service tariffs that call for a sharp reduction for permanent users and a corresponding increase for occasional users.

Mr. Hilburn observed that he did not think the broadcast networks are going to abandon AT&T immediately. He said he thought the TV networks might lease one channel to test the satellite service for comparison, both economic and technical, with the present AT&T service.

Western Union is planning to spend \$70 million to build the domsat system. It anticipates a return of 18% yearly (\$12 million) on this investment.

Under the FCC authorization, Western Union will put up two satellites in synchronous orbit, with a third as reserve. These are already being built by Hughes Aircraft Co., and have a projected life of

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**New home.** Gates executives smile, as well they might, as the new TV line is established at their Quincy, Ill., headquarters following Gates's acquisition last summer of the General Electric television broadcast-equipment line in a \$5.5-million deal. Shown above watching the test checkout of a TE-201 live color camera are (l to r): Robert E. Lauterbach, TV national sales manager; Curtis I. Kring, TV sales manager, and Barclay W. Craigie, production test engineer. The TV line is housed in a new 55,000-square-foot facility that the firm put up for the expanded production. Gates already was making its own TV color transmitter in addition to its established full line of radio broadcast equipment.

seven years. They will be launched at Cape Kennedy by the National Aeronautics and Space Administration at an estimated \$8 million each.

Western Union also plans to build seven earth stations in or near New York, Chicago, Atlanta, Dallas, Los Angeles, Portland, Ore., and Honolulu. The last two still pend FCC approval. The earth stations will use 54-foot dish antennas.

Interconnection between the earth stations and customers will be offered in various forms, Mr. Hilburn said: door-to-door by Western Union, through terrestrial lines of its own or other carriers, and by the customer's own microwave facilities.

Western Union already has over 8,000 miles of intercity terrestrial microwave network, he said, adding that it also leases about 20% of these facilities from AT&T.

"Our satellite system," Mr. Hilburn said, "will provide economical long-distance transmission and a substantial part of the initial capacity is already needed for our present revenue-producing serv-

ices." He said additional revenues are expected to be generated through lease of the domsat facilities to TV networks, cable-TV systems, large industrial firms, government organizations and to other communications common carriers.

Mr. Hilburn declined to announce charges at this time, although he noted that the Canadians are quoting \$2.5 million per transponder yearly on their Anik satellite that was launched last year. "I'm sure we'll be able to do better," he commented. He declined to confirm that Western Union had quoted a \$750,000 yearly charge per transponder, saying that the company would be filing its tariffs with the FCC within a few months. He also said he doubted that there would be enough business for all the systems that are proposed.

The Western Union grant was made by a unanimous FCC, although two commissioners, Nicholas Johnson and Charlotte Reid, only concurred in the result.

The domestic satellite movement officially began in 1970 when the FCC invited applications. Western Union filed immediately. Others filed applications

subsequently and at the present time these are the six remaining: Hughes Aircraft and GTE Service Corp.; Western Tele-Communications Inc.; RCA Global Communications Inc. and RCA Alaska Communications Inc.; Communications Satellite Corp.-AT&T, Space Communications Corp. (Comsat, MCI Communications and Lockheed Aircraft Corp.), and American Satellite Corp. (Fairchild Industries and Western Union International).

## Technical Briefs

**Tall one for KRNT-TV.** Cowles Communications and RCA Communications Systems Division have contracted for new 2,000-foot tower, antenna and transmission lines for KRNT-TV Des Moines, Iowa. Tower will be about 15 miles north of Des Moines at Alleman, Iowa, and when erected by early fall, it will be almost 1,300 feet taller than Cowles station's existing tower.

**Zenith color-TV power system.** Zenith Radio, Chicago, says it's using magnetic power regulation in its color-TV sets permitting bright, sharp color pictures even during electric power brown-outs. Called "Power Sentry" the system of magnetic voltage-regulation is said to reduce TV-set service calls, stabilize receiver performance and extend life of set's components and picture tube over previous Zenith sets. Low-line voltage can often cause pictures to shrink, distort, roll or lose color and brightness, all avoided with use of new system, Zenith said.

## Cablecasting

# A campaign for arbitration on copyright

**Valenti sees no more chance of compromise with cable interests, vows direct appeal for legislation**

Copyright owners greeted the convening of a new Congress last week with the announcement that they have abandoned hope of reaching agreement on copyright legislation with the cable-television industry and are prepared to take their case directly to the Hill. But the signs mostly pointed against the success of their mission there.

The copyright owners want a copyright bill providing for the establishment of an arbitration tribunal that would set and periodically review the copyright fees CATV systems would pay for copyrighted material they transmit in accordance with FCC rules.

Jack Valenti, president of the Motion Picture Association of America, called in reporters last week to express the copyright owners' position that both sides are bound by the consensus agreement they, along with broadcast representatives, reached in November 1971, to work for

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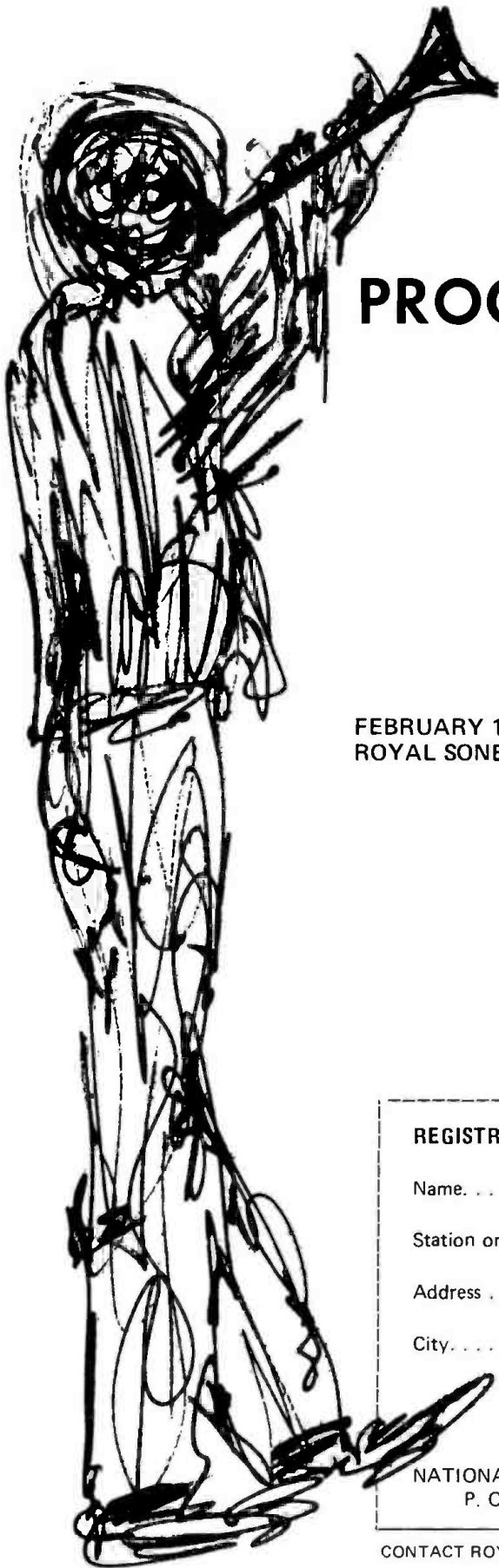
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legislation providing for compulsory arbitration.

The agreement, which paved the way for the commission's adoption of new CATV rules, provided, among other things, for copyright legislation. It said that if the parties could not agree on a fee schedule in time for inclusion in a new copyright statute, "the legislation would simply provide for compulsory arbitration . . ."

And Mr. Valenti made it clear the copyright owners felt that, after 13 meetings stretching back over the past year and consuming some 60 hours, they and representatives of the National Cable Television Association are unable to reach agreement. He also noted that the NCTA board of directors in December rejected the copyright owners' proposal for compulsory arbitration and instead promised a counterproposal that would include another suggested fee schedule (BROADCASTING, Dec. 18, 1972). The NAB is backing the copyright owners' position and worked with the owners' representatives in drafting a bill providing for an arbitration tribunal.

Participating with Mr. Nizer in the discussion were David H. Horowitz, vice president and general counsel of Columbia Pictures Industries Inc., who heads the copyright owners negotiating committee; Gerald Phillips, counsel for the owners, and Lee D. Hochstetter of the MPAA.

A copyright bill that Senator John McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, introduced in 1969 continues to serve as the starting point for all discussions on copyright matters, however. It would provide a fee schedule—fees would range from 1% on revenues up to \$40,000 to 5% of receipts over \$160,000, on a quarterly basis. The bill would also impose a fee of 1% of revenues for each distant signal carried.

Mr. Valenti, without commenting specifically on the fairness of that schedule, said, "We don't want fees in a bill because they were formulated without any hearings of any kind. We also feel this is so complex that a congressional committee cannot do it. We think a tribunal would be the fairest way of handling matters of this sort. The group would have expert status and would focus on



Mr. Valenti

this one issue and come up with a substantive solution."

Under the McClellan proposal, compulsory arbitration would come into play after three years, and a panel would review and if necessary revise the fees every five years. Copyright owners are in accord with the idea of periodic review. But, Mr. Valenti said, they feel the initial schedule is crucial; it would provide the base from which future schedules were formed.

Mr. Valenti said that the copyright owners contend that all parties should "live up to the consensus agreement and go to Congress and say that an independent tribunal should be in the bill, with no fixed fee schedule."

The copyright owners contend that their support of the consensus agreement was given with the understanding that it would include provision for copyright payment. And the architects of the agreement, Clay T. Whitehead, director of the Office of Telecommunications Policy, and FCC Chairman Dean Burch, have maintained that agreement on copyright legislation was critical to the over-all CATV policy created by the rules, and they have expressed increasing impatience with the parties' failure to reach an agreement on legislation.

Mr. Valenti, asserting that the time for negotiation has run out—that Congress is about to take over—said that Senator McClellan "is a fair man, a just man," and that the copyright owners "hope to make it clear" how they feel. He said

that Senator McClellan and his counterpart in the House, Representative Robert W. Kastenmeier (D-Wis.), chairman of the House Subcommittee on Patents, Trademarks and Copyrights, are familiar with the agreement.

However, Senator McClellan, who is the key man—Representative Kastenmeier is deferring to the Senate on initial work on the bill—is said to feel as his subcommittee did in 1969—that Congress should set the initial copyright fees.

A subcommittee source said that the senator plans to reintroduce, intact, the 1969 bill later this month. It would even contain the provisions that set regulatory policy for the FCC to follow. However, the source said that the rules the FCC adopted in 1972 were "compatible" with those provisions and that they would eventually be dropped from the bill. He said they were to be incorporated in the reintroduced bill only "as a matter of tactics."

Senator McClellan was said never to have felt bound by the consensus agreement. He reportedly told its two architects, Mr. Whitehead and Chairman Burch, that certain provisions, including the one relating to the fee schedule, "were contrary" to the views of the subcommittee. "He is not about to go for arbitration," the source said.

That appears to be the message the NCTA board of directors has been given. David Foster, NCTA president, said last week that the board feels "its obligation is to work for early passage of a copyright bill, and that any bill differing from the McClellan bill will not pass . . . We feel the Senate subcommittee is committed to the idea of a fee schedule right from the beginning"—that is, with no time out for an arbitration tribunal to do its work.

"So we don't feel we're violating the spirit or the letter of the compromise agreement," Mr. Foster said.

Under the proposed legislation drafted by the copyright owners, they would forgo any royalty payments for a considerable time in return for arbitration. Although the new CATV rules became effective March 31, 1972, copyright owners have yet to receive any royalty payments. And the bill provides that they would receive none until 12 months after the measure is enacted or on the date the arbitration tribunal renders its decision, whichever occurs sooner.

The tribunal would be constituted within 60 days of the proposed bill's enactment, and legislative review of its decisions would be authorized.

## AMST seeks a halt

**FCC is asked to hold up certificates of compliance for distant signals pending enactment of copyright law**

The Association of Maximum Service Telecasters has urged the FCC to stop processing cable-television applications for authority to carry distant signals until the impasse over copyright legislation is resolved.

AMST offered the suggestion in com-

## The Soul Music Story

What is soul music? Here is what Ray Charles says about it. "I think that Soul for me is everything that is really and truly natural without any put on or without any glamour to it. It's just when you are very earthy and you can communicate that to your people."

Programming Aids and Services Inc., Los Angeles, is syndicating radio series on history of rhythm and blues, *The Soul Music Story*. Series, produced and created by Roger Christian, runs 39 hours. It's being made available on one-station-to-market basis with fees ranging from \$10 to \$60 per hour, depending upon market size. Series is currently being carried on all of American Armed Forces radio stations. For complete details and demo please contact:

(213) 874-5411

PROGRAMMING AIDS AND SERVICES, INC.  
3620 Barham Blvd., Los Angeles, Calif. 90068 · Suite Y-103

**PA&S**

menting on a petition of a cable-television system for a rulemaking proceeding aimed at speeding up commission processing of cable-television systems' applications for certificates of compliance.

AMST not only held that there was no need for such a rulemaking—it said the commission was moving at a reasonably fast clip—but it went on to note that the commission's decision to adopt "permissive distant-signal rules" was predicated in part on the assumption that the question of copyright liability would be speedily resolved.

The failure of the parties involved—broadcasters, cable-system operators and copyright owners—to reach an agreement on copyright legislation, AMST said, is largely the fault of the cable industry. It said cable operators have failed to live up to the letter and spirit of the consensus agreement which the parties reached in November 1971 and which paved the way for commission adoption of the CATV rules (see story page 38).

Accordingly, AMST said, it would be inappropriate for the commission to adopt a proposal to expedite authorization of CATV distant-signal operations. "To the contrary, the commission should terminate, at least temporarily, processing of applications involving distant-signal requests until the copyright situation is clarified."

## **NCTA asks high court to review FCC fees**

**'Value-to-recipient' yardstick cited; association also claims conflict with later ruling on FPC charges**

The National Cable Television Association has taken its fight against the FCC fee schedule to the U.S. Supreme Court.

NCTA last week asked the high court to review a lower court's July 1972 decision that upheld the legality of the fees the commission imposes on all of the industries it regulates in an effort to recover all of its operating expenses (BROADCASTING, July 31, 1972).

NCTA, in its brief, urged the Supreme Court to consider whether the commission's fee schedule confers "value to the recipient," as required by the statute authorizing agencies to charge fees.

The cable association is also seeking review of the question of whether the commission may recover the full cost of cable-television regulation when the fees are unrelated to specific services performed by the commission.

NCTA, which does not dispute the commission's authority to impose fees for filing applications, focuses in its brief on the annual fee charged cable systems—30 cents per subscriber (40 cents, under a proposed schedule issued last month). NCTA says there is a fatal lack of relationship between services rendered and the annual assessment.

The initial court decision upholding the commission was issued by the U.S. Court of Appeals for the Fifth Circuit. However, the appeals court in Washing-

**NCTA staff to hit road.** The National Cable Television Association, taking a leaf from the National Association of Broadcasters, has scheduled a series of mini-conferences to improve relations between small CATV operators, whether or not NCTA members, and the NCTA staff. First meeting will be held Jan. 16 in Martinsburg, W. Va. Others: Jan. 22, Lexington, Ky., and Jan. 29, Nashville. For the last several years, NAB officials have held mini-conferences with members in various cities.

ton two weeks later held that the Federal Power Commission lacked authority to impose annual fees, NCTA noted. Accordingly, it said the apparent conflict between the decisions of the two lower courts should be reviewed by the Supreme Court.

The National Association of Broadcasters, which had also appealed the commission's fee schedule, is not carrying its fight to the Supreme Court. NAB officials believe the broadcasters' only hope for relief would be through legislation.

## **MBA seeks ban on extra cable fees**

**It sues Jefferson City CATV, which claims it's legal to levy additional charge for hockey team's home games**

A cable TV system in Jefferson City, Mo., that began showing the St. Louis Blues hockey team home games on a pay-TV basis Dec. 20 has been sued by the Missouri Broadcasters Association, whose membership includes 141 TV and radio stations in the state.

The suit, filed Dec. 28, 1972, in the circuit court of Cole county, asks for an injunction to prohibit International Telemeter Corp. from imposing an extra charge for the games. The Jefferson City CATV system has contracted for all 12 home games of the Blues.

Donald Moeller, MBA president, said the suit was initiated to halt any additional charge to cable subscribers for

televised events of any kind. "If this type of pay television grows, it is inevitable that many sporting events will be available only to cable subscribers who can afford an additional fee, rather than seeing or hearing the games by free commercial TV and radio."

The broadcasters base their suit on the Jefferson City ordinance that, MBA officials said, prohibits the CATV firm from engaging in any program where an additional fee is charged based on the viewing time of a particular program.

Dan Healey, manager of the cable system, agreed that the franchise ordinance does prohibit per-program charges but claimed that FCC regulations permitting pay TV supersede local ordinances. He noted that the home games of the Blues never have been carried on broadcast TV and that the CATV move does not breach the FCC's antisiphoning rules. The Blues away games, he stressed, are carried by KPLR-TV (ch. 11) St. Louis and, of course, are carried on the CATV system. The home games, as is customary, are blacked out in the St. Louis area. Jefferson City is over 100 air miles from St. Louis. The games are brought in over the cable firm's own CARS microwave relay system. The pay-TV programs are carried on an off-channel section of the system, with subscribers using a converter on top of their TV sets to tune to the games. The charge is \$2.50 per game for the series plus a \$3 installation charge and a \$20 refundable deposit for the converter.

James Ragan, vice president of parent Athena Communications Corp., said that subscriber reaction to the program was "good," although he admitted purchasers of the first offering were "minimal." But, he added, this was expected, since—and this he stressed repeatedly—the project is a test. He said the Jefferson City cable system was spending less than \$25,000 on the games, none of it going to the Blues at present.

The International Telemeter system in Jefferson City began operating in 1970. It has about 7,400 subscribers—equivalent, Mr. Healey said, to 83% saturation of homes there. Athena Communications is a public company largely owned by Gulf & Western Industries Inc.

## **NOTICE**

**NOTICE IS HEREBY GIVEN** that the City of Fort Atkinson, Wisconsin, will accept applications for the construction, maintenance and operation of a cable television franchise system within the City of Fort Atkinson for the period of time specified in the Enabling Ordinance of said City. All applications must comply with the minimum standards set forth in the Cable Television Enabling Ordinance of the City of Fort Atkinson. All applications for a cable television franchise must contain the information set forth in the criteria for applications on file with the City Clerk of the City of Fort Atkinson. Copies of criteria for applications will be furnished to applicants upon request at the City Hall of the City of Fort Atkinson. All applicants must submit a non-refundable fee of \$250.00 with their franchise applications. All applications for a cable television franchise must be submitted to the City Clerk of the City of Fort Atkinson, Wisconsin on or before the 15th day of February, 1973 at 2:00 P.M. The City Council of the City of Fort Atkinson reserves the right to reject any and all applications received.

**E. J. Garthwait, City Clerk**

## CBS decides to sell the New York Yankees

Baseball club's chief executive and others are paying \$10 million

CBS said last week that its decision to sell the New York Yankees was based on the conclusion that baseball ownership "no longer fits into [CBS's] future business planning."

CBS announced that it has an agreement in principle to sell the team for \$10 million to a group of businessmen and sportsmen headed by Michael Burke, chairman and president of the Yankees, who remains as the executive officer, and by George M. Steinbrenner, Cleveland shipping executive and civic leader. CBS said the money received for the wholly owned subsidiary "substantially recoups" the original investment of \$13.2 million CBS paid, if consolidated financial results during the period of its ownership are taken into account. CBS also said that the purchase price was "well in excess of the value carried on the CBS books."

The Yankees came under CBS control in 1964 when for \$11.2 million CBS bought 80% of the franchise, rights to talent in five minor-league affiliates, TV and radio contracts, concessions at Yankee Stadium and a lease on the stadium. Over the following two years CBS purchased the remaining 20% for another \$2 million.

When CBS first purchased an interest in the Yankees the club had won its 29th pennant (in 1964), but since that time the team has failed to regain its standing as an American League pennant winner.

In addition to Mr. Burke, J. A. W. Iglehart, who is director of both CBS and of the Yankees, will continue to have an association with the club.

## Financial Briefs

**Trading up.** Securities and Exchange Commission has reported that Leonard H. Goldenson, ABC chairman, sold 27,800 ABC common shares during November 1972, reducing his holdings to 103,137 shares. Also, C. Wrede Petersmeyer, executive vice president of Dun & Bradstreet Inc. and head of wholly owned Corinthian Broadcasting subsidiary, has disposed of 10,500 D&B common shares, leaving him with holdings of 73,793 shares at end of November. SEC also reported that D. Tennant Bryan, chairman of Media General Inc., Richmond, Va., communications firm, sold 90,000 class-A shares of that firm's common stock, leaving him 267,460 such shares. Mr. Bryan also disposed of 30,000 shares of Media General class A securities held indirectly, reducing his indirect holdings to 53,433 class-A shares.

**Anyone for CBS?** CBS Inc. has acquired *World Tennis* magazine and placed it under CBS Publications Division. CBS said it bought consumer publication, described as "leader" in its field, for undisclosed cash sum.

**Increased dividends.** MCA Inc., North Hollywood, which previously paid quarterly dividends of 15 cents, has declared increased quarterly dividend of 16 cents per share on common stock outstanding, payable Jan. 11 to stockholders of record Dec. 27. Company says increased dividend approximates maximum it is able to pay under dividend guidelines of Economic Stabilization Act of 1970.

**More time.** Visual Electronics Corp., New York, has extended its offer to buy its subordinated income debentures for \$175 per \$1,000 face amount debentures until Jan. 26. Visual has offered to purchase all of these debentures by Dec. 29, 1973 (BROADCASTING, Dec. 18, 1972).

**A. C. Nielsen Co.,** Chicago, reported record sales and earnings for current quarter and declared 100% stock dividend on outstanding shares of class-A (nonvoting) common stock, class-B (voting) common stock and class-C (voting) special stock, contingent on stockholder adoption of proposed charter amendments at annual meeting Feb. 12. For three months ended Nov. 30, 1972:

	1972	1971
Earned per share	\$ 0.45	\$ 0.39
Revenues	34,852,288	29,504,657
Net income	1,910,403	2,042,573

**San Juan Racing Association Inc.,** San Juan, P.R., despite decreases in revenues and income for first-half of fiscal year, reported jump in broadcasting division earnings from loss of three cents per share to gain of four cents per share. Company owns El Comandante race track in San Juan, and six radio stations in U.S. For six months ended Oct. 31:

	1972	1971
Earned per share	\$ 0.56	\$ 0.39
Revenues	8,408,469	10,186,495
Net income	2,910,403	2,042,573

**Kansas State Network Inc.,** Wichita, Kan., reported 17% gain in income and 9% gain in revenues for three months ended Nov. 30:

	1972	1971
Earned per share	\$ 0.19	\$ 0.17
Revenues	2,209,699	2,019,532
Net income	322,370	275,787

**Lewron Television Inc.,** New York, reported 1972 fiscal six-months' turnaround from net loss to net gain in income. Lewron provides facilities, services and personnel to both commercial-TV and cable-TV industries and leases mobile and studio equipment to program and commercial producers who use video tape. Lewron also syndicates video-tape programs and commercials. For six months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.13	\$ (0.09)
Revenues	1,255,006	1,068,200
Net income	73,245	(46,424)

**Filmways Inc.,** Los Angeles, reported increased net income on decreased gross revenues for three months ended Nov. 30, 1972:

	1972	1971
Earned per share	\$ 0.09	\$ 0.02
Revenues	12,901,000	14,251,000
Net income	216,000	92,000
Shares outstanding	1,846,000	1,832,000

## New Cable Television Franchises Require New Money

*These funds are available today through the help of*

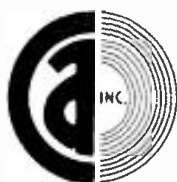
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**Year starts right.** Prices rose on BROADCASTING's stock index this week, recovering from last week's end-of-the-year decline. Across the board, 94 stocks were up, 31 down and nine the same.

By category, programing and electronics registered the greatest percentage of gains. In programing (12 up, one down, one the same), Twentieth Century Fox was up 2% to 12% and Wrather Corp., up 3% to 11%. Walt Disney Productions, up 17% to 243%,

reached a new 1972-73 high for the fourth consecutive week. In electronics (20 up, two down), General Electric rose 6, to 74%, and Technical Operations Inc. was up 1% to 12%.

Other individual gainers: Post Corp., up 2% to 17; A. C. Neilsen, up 9% to 71 1/2; Marvin Josephson Associates, up 3% to 18; Media General Inc., up 4% to 39%; General Tire & Rubber, up 2% to 28%, and Starr Broadcasting, up 2% to 24%.

Among the losers were WHDH Corp., down 2 1/2 to 15 1/2, and Teletronics International, down 1 1/4 to 10 1/4. American Television and Communications and Cox Cable Communications are down from their prices of two weeks ago, coincident with the announcement of the Justice Department's action to block their proposed merger (BROADCASTING, Jan. 1). The drop in Multimedia's price reflects the three-for-two stock split effected Jan. 2.

## Broadcasting Stock Index

## Weekly market summary of 139 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Jan. 3	Closing Dec. 21	Net change in week	% change in week	1972-73 High	1972-73 Low	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	ABC	N	79 1/4	73 3/4	+ 5 1/2	+ 7.45	81 1/2	51 1/4	8,418	667,126
ASI COMMUNICATIONS	ASIC	O		1		.00	5	1	1,815	1,815
CAPITAL CITIES	CCB	N	61 5/8	57 3/4	+ 3 7/8	+ 6.70	64 1/4	48	6,496	400,316
CBS	CBS	N	51 7/8	50 1/8	+ 1 3/4	+ 3.49	63	45 1/2	28,096	1,457,480
COX	COX	N	36 3/4	33 1/8	+ 3 5/8	+ 10.94	51	32 5/8	5,838	214,546
FEDERATED MEDIA		O	2 3/4	2 3/4		.00	4 1/8	2	820	2,255
GROSS TELECASTING	GGG	A	16 3/8	15 7/8	+ 1/2	+ 3.14	23 7/8	12 1/4	800	13,100
LIN	LINB	O	12	11 7/8	+ 1/8	+ 1.05	22 3/8	10 3/4	2,341	28,092
MOONEY	MOON	O	9 1/8	9 1/4	- 1/8	- 1.35	11 5/8	4	250	2,281
PACIFIC & SOUTHERN	PSOU	O	8 3/4	8 1/2	+ 1/4	+ 2.94	18 1/4	6 1/2	2,010	17,587
RAHALL COMMUNICATIONS	RAHL	O	11 3/4	12 3/4	- 1	- 7.84	29	8	1,037	12,184
SCRIPPS-HOWARD*	SCRIP	O	20 1/2	20 3/4	- 1/4	- 1.20	27	18	2,589	53,074
STARR*	S8G	M	24 1/8	21 1/2	+ 2 5/8	+ 12.20	30 1/2	15 1/2	1,042	25,138
STORER	SBK	N	43	40 3/8	+ 2 5/8	+ 6.50	49 3/8	31	4,392	188,856
TAFT	TFB	N	57 7/8	56	+ 1 7/8	+ 3.34	59 1/4	41 3/4	4,064	235,204
<b>Broadcasting with other major interests</b>									<b>TOTAL</b>	<b>70,008 3,319,054</b>
ADAMS-RUSSELL	AAR	A	5 1/8	5 1/4	- 1/8	- 2.38	8 3/4	4 1/2	1,250	6,406
AVCO	AV	N	15 7/8	15	+ 7/8	+ 5.83	20 7/8	13 7/8	11,497	182,514
BARTLE MEDIA	BMC	A	3 1/8	2 7/8	+ 1/4	+ 8.69	7 1/8	2 1/2	2,257	7,053
CHRIS-CRAFT	CCN	N	6 1/2	6 1/4	+ 1/4	+ 4.00	8 3/4	4 5/8	4,007	26,045
COMBINED COMMUNICATIONS	CCA	A	42	39 1/2	+ 2 1/2	+ 6.32	44 3/8	28 1/2	3,405	143,010
COWLES COMMUNICATIONS	CWL	N	9 3/8	8 3/4	+ 5/8	+ 7.14	13 1/8	8 5/8	3,969	37,209
DUN & BRADSTREET	DNB	N	77 1/2	74 1/4	+ 3 1/4	+ 4.37	81 3/8	63	12,998	1,007,345
FAIRCHILD INDUSTRIES INC.	FEN	N	10 1/8	9 3/4	+ 3/8	+ 3.84	14 1/4	9	4,562	46,190
FUQUA	FOA	N	20	18 5/8	+ 1 3/8	+ 7.38	27 7/8	16 3/8	9,587	191,740
GABLE INDUSTRIES	G8I	N	23 3/4	23	+ 3/4	+ 3.26	32 1/4	22 3/4	2,551	60,586
GENERAL TIRE & RUBBER	GY	N	28 5/8	25 3/4	+ 2 7/8	+ 11.16	32 5/8	24 5/8	20,195	578,081
GLOBETROTTER COMMUNICATION INC	GLBTA	O	8 1/8	8 3/8	- 1/4	- 2.98	20 1/2	7 1/2	2,843	23,099
GRAY COMMUNICATIONS		O	12 5/8	12 3/4	- 1/8	- .98	14	6 1/2	475	5,996
HARTE-HANKS NEWSPAPERS INC.	HHNK	O	27 1/2	26 1/2	+ 1	+ 3.77	33 1/4	21	4,321	118,827
ISC INDUSTRIES	ISC	A	7 1/8	7 1/4	- 1/8	- 1.72	9 1/8	6	1,655	11,791
KAISER INDUSTRIES	KI	A	6 5/8	6 1/8	+ 1/2	+ 8.16	9 5/8	5 1/2	26,948	178,530
KANSAS STATE NETWORK	KSN	O	5 5/8	5 3/4	- 1/8	- 2.17	7 7/8	5 5/8	1,621	9,118
KINGSTIP INC.	KTP	A	14 1/8	14 1/2	- 3/8	- 2.58	17 3/4	10 7/8	1,154	16,300
LAMB COMMUNICATIONS*		O	2 5/8	2 3/4	- 1/8	- 4.54	4 7/8	2	475	1,246
LEE ENTERPRISES	LNT	A	23 5/8	21 3/4	+ 1 7/8	+ 8.62	30	17 1/2	3,472	82,026
LIBERTY CORP.	LC	N	23 3/8	23	+ 3/8	+ 1.63	25 1/2	17 1/2	6,753	157,851
MCGRAW HILL	MHP	N	16 1/4	16	+ 1/4	+ 1.56	20 7/8	13 1/4	23,327	379,063
MEDIA GENERAL INC.	MEG	A	39 1/8	34 3/4	+ 4 3/8	+ 12.58	49 3/8	27 7/8	3,434	134,355
MEREDITH CORP.	MDP	N	20	18 7/8	+ 1 1/8	+ 5.96	30 3/4	18	2,820	56,400
METROMEDIA	MET	N	31 5/8	30 3/8	+ 1 1/4	+ 4.11	39	27 1/4	5,959	188,453
MULTIMEDIA INC.		O	27 3/4	42	- 14 1/4	- 33.92	45	14	2,408	66,822
OUTLET CO.	OTU	N	17 1/4	16	+ 1 1/4	+ 7.81	19 3/8	13	1,336	23,046
PACIFIC SOUTHWEST AIRLINES	PSA	N	21 3/4	19 3/4	+ 2	+ 10.12	37 1/2	18 1/4	3,771	82,019
POST CORP.	POST	O	17	14 1/4	+ 2 3/4	+ 19.29	30	9	942	16,014
PUBLISHERS BROADCASTING CORP.	PUB8	O	2	1 7/8	+ 1/8	+ 6.66	4 7/8	1 5/8	919	1,838
REEVES TELECOM	R8T	A	2 1/2	2 1/2		.00	4 1/4	2 1/8	2,294	5,735
RIDDER PUBLICATIONS	RPI	N	25 5/8	25 1/4	+ 3/8	+ 1.48	34 1/2	21 7/8	8,327	213,379
ROLLINS	ROL	N	36 1/2	36 3/8	+ 1/8	+ .34	43 1/4	33	12,146	443,329
RUST CRAFT	RUS	A	33 1/2	31 1/2	+ 2	+ 6.34	39 3/8	24	2,318	77,653
SAN JUAN RACING	SJR	N	20 3/4	19 1/2	+ 1 1/4	+ 6.41	34 3/4	18 3/4	2,153	44,674
SCHERING-PLOUGH	SGP	N	136 1/2	134	+ 2 1/2	+ 1.86	140 1/4	82 5/8	25,471	3,476,791
SONDERLING	SDB	A	14 3/4	14 1/8	+ 5/8	+ 4.42	30 3/4	11	1,005	14,823
TIMES MIRROR CO.	TMC	N	24 5/8	24	+ 5/8	+ 2.60	27 7/8	21 7/8	30,790	758,203
TURNER COMMUNICATIONS*		O	5 3/4	5 3/4		.00	7	2	1,328	7,636
WASHINGTON POST CO.	WPO	A	35	34 5/8	+ 3/8	+ 1.08	38	23 1/2	4,818	168,630
WHDH CORP.*		O	15 1/2	18	- 2 1/2	- 13.88	30	11	589	9,129
WOMETCO	WOM	N	18 7/8	17 5/8	+ 1 1/4	+ 7.09	25 7/8	17	6,001	113,268
<b>Cable</b>									<b>TOTAL</b>	<b>268,151 9,172,223</b>
AMECO	ACO	O	3	3		.00	12 3/4	1 1/2	1,200	3,600
AMERICAN ELECTRONIC LABS	AEL8A	O	3 5/8	3 1/2	+ 1/8	+ 3.57	9 3/4	3	1,726	6,256
AMERICAN TV & COMMUNICATIONS	AMTV	O	39	38 1/4	+ 3/4	+ 1.96	47 1/4	17 1/4	2,670	104,130
BURNUP & SIMS	BSIM	O	29	28	+ 1	+ 3.57	29	6 3/4	7,510	217,790
CABLECOM-GENERAL	CCG	A	8 7/8	8 5/8	+ 1/4	+ 2.89	18 1/4	7 1/2	2,472	21,939
CABLE FUNDING CORP.*	CFUN	O	8 1/8	9	- 7/8	- 9.72	15 1/4	8 1/8	1,233	10,018
CABLE INFORMATION SYSTEMS*		O	2	2		.00	4 3/4	1 3/4	955	1,910
CITIZENS FINANCIAL CORP.	CPN	A	7 7/8	7 7/8		.00	15 1/4	7 1/2	2,416	19,026

	Stock symbol	Exch.	Closing Jan. 3	Closing Dec. 21	Net change in week	% change in week	1972-73 High	Low	Approx. shares out (000)	Total market capitali- zation (000)
COLUMBIA CABLE	CCAB	O	15	16	- 1	- 6.25	21 3/4	15	900	13,500
COMCAST CORP.	O		5 3/8	6	- 5/8	- 10.41	7	4 1/8	1,280	6,880
COMMUNICATIONS PROPERTIES	COMU	O	9 3/8	10	- 5/8	- 6.25	27 3/8	8 3/8	1,917	17,971
COX CABLE COMMUNICATIONS	CXC	A	31	31 1/8	- 1/8	- .40	41 3/4	23 1/4	3,556	110,236
CYPRESS COMMUNICATIONS*	CYPR	O	18 1/4	18 1/2	- 1/4	- 1.35	23	7	2,732	49,859
ENTRON	ENT	A	3 3/8	3 1/8	+ 1/4	+ 8.00	9 1/4	2 1/2	1,358	4,583
GENERAL INSTRUMENT CORP.	GRL	N	25 5/8	25 1/4	+ 3/8	+ 1.48	32 7/8	20 3/4	6,501	166,588
LVO CABLE INC.	LVOO	O	11 1/4	11 1/8	+ 1/8	+ 1.12	16 1/2	6 3/4	1,466	16,492
SCIENTIFIC-ATLANTA INC.	SFA	A	15 1/8	14 1/4	+ 7/8	+ 6.14	15 3/4	8 1/8	914	13,824
STERLING COMMUNICATIONS	STER	O	4 1/4	4 1/4		.00	7 3/4	3 1/2	2,162	9,188
TELE-COMMUNICATIONS	TCOM	O	19	19 1/2	- 1/2	- 2.56	35 1/4	15 1/2	3,866	73,454
TELEPROMPTER	TP	A	33 3/8	33	+ 3/8	+ 1.13	44 1/2	28 1/8	16,381	546,715
TIME INC.	TL	N	62 1/2	59 3/4	+ 2 3/4	+ 4.60	64 3/4	44 5/8	7,284	455,250
TOCOM	TOCO	O	9 1/2	9 3/8	+ 1/8	+ 1.33	11 1/4	7	596	5,662
UA CABLEVISION INC.	UACV	O		15		.00	24	13	750	11,250
VIACOM	VIA	N	20	21 3/8	- 1 3/8	- 6.43	28 1/2	15 1/2	3,931	78,620
VIKOA	VIK	A	8 7/8	8 3/8	+ 1/2	+ 5.97	19 3/4	8	2,333	20,705
<b>Programming</b>								<b>TOTAL</b>	<b>78,109</b>	<b>1,985,446</b>
COLUMBIA PICTURES	CPS	N	9 1/2	9 1/8	+ 3/8	+ 4.10	14 7/8	8 7/8	6,335	60,182
DISNEY	DIS	N	243 5/8	226 1/2	+ 17 1/8	+ 7.56	243 5/8	132 3/4	13,918	3,390,772
FILMWAYS	FWY	A	4 1/4	4 1/8	+ 1/8	+ 3.03	8	3 5/8	1,868	7,939
GULF & WESTERN	GW	N	34 3/4	33 1/2	+ 1 1/4	+ 3.73	44 3/4	28	16,387	569,448
MCA	MCA	N	33 5/8	33	+ 5/8	+ 1.89	35 7/8	23 1/8	8,243	277,170
MGM	MGM	N	23 3/8	23	+ 3/8	+ 1.63	27 1/2	16 3/4	5,905	138,029
MUSIC MAKERS	MUSC	O	1 7/8	1 3/4	+ 1/8	+ 7.14	3 3/4	1 1/8	534	1,001
TELE-TAPE PRODUCTIONS*	O		1 3/4	1 5/8	+ 1/8	+ 7.69	2 7/8	1	2,190	3,832
TELETRONICS INTERNATIONAL*	O		10 1/4	11 1/2	- 1 1/4	- 10.86	18 1/2	6 1/4	724	7,421
TRANSAMERICA	TA	N	17 3/8	17 1/2	- 1/8	- .71	23 1/2	16 1/4	67,413	1,171,300
20TH CENTURY-FOX	TF	N	12 3/8	10	+ 2 3/8	+ 23.75	17	8 5/8	8,562	105,954
WALTER READE ORGANIZATION	WALT	O	1 3/8	1 3/8		.00	4 1/8	1 1/4	2,203	3,029
WARNER COMMUNICATIONS INC.	WCI	N	38 1/4	37 1/2	+ 3/4	+ 2.00	50 1/4	31 1/4	18,883	722,274
WRATHER CORP.	WCO	A	11 7/8	8 3/4	+ 3 1/8	+ 35.71	17 7/8	7 1/8	2,164	25,697
<b>Service</b>								<b>TOTAL</b>	<b>155,329</b>	<b>6,484,048</b>
JOHN BLAIR	BJ	N	12 1/2	11 1/2	+ 1	+ 8.69	22 3/8	11	2,606	32,575
COMSAT	CO	N	63 1/4	64	- 3/4	- 1.17	75 3/8	52	10,000	632,500
CREATIVE MANAGEMENT	CMA	A	8 5/8	8 1/8	+ 1/2	+ 6.15	15 1/2	7 7/8	975	8,409
DOYLE DANE BERNBACH	DOYL	O	23 1/2	22 1/4	+ 1 1/4	+ 5.61	34 3/4	21 1/2	1,945	45,707
ELKINS INSTITUTE	ELKN	O				.00	16 3/8	1 1/4	1,664	2,080
FOOTE, CONE & BELDING	FCB	N	13	12 1/4	+ 3/4	+ 6.12	14	10 5/8	2,152	27,976
CLINTON E. FRANK INC.*	O		10 3/4	12 3/4	- 2	- 15.68	20	10 3/4	720	7,740
GREY ADVERTISING	GREY	O	17 1/4	15 3/4	+ 1 1/2	+ 9.52	18 1/8	9 1/4	1,200	20,700
INTERPUBLIC GROUP	IPG	N	24 1/4	25 1/2	- 1 1/4	- 4.90	36 1/8	22 3/4	2,130	51,652
MARVIN JOSEPHSON ASSOCS.	MRVN	O	18	14 7/8	+ 3 1/8	+ 21.00	18	5 7/8	825	14,850
MCCAFFREY & MCCALL*	O			9 1/4		.00	16 1/2	7	585	5,411
MCI COMMUNICATIONS	MCIC	O	8 3/4	7 3/4	+ 1	+ 12.90	12 3/4	6 5/8	11,257	98,498
MOVIELAB	MOV	A	1 7/8	1 3/4	+ 1/8	+ 7.14	3 1/8	1 3/8	1,407	2,638
MPO VIDEOELECTRONICS	MPO	A	3 1/2	3 1/2		.00	7 1/8	3 1/2	547	1,914
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	23	23 1/2	- 1/2	- 2.12	34 1/8	21 1/2	911	20,953
A. C. NIELSEN	NIELB	O	71 1/2	61 3/4	+ 9 3/4	+ 15.78	71 1/2	37 5/8	5,299	378,878
OGILVY & MATHER	OGIL	O	31 3/4	32 3/4	- 1	- 3.05	48 1/2	16	1,716	54,483
PKL CO.*	PKL	O		2 3/8		.00	9 1/2	3/4	778	1,847
J. WALTER THOMPSON	JWT	N	24 1/2	25 1/8	- 5/8	- 2.48	49 1/4	23	2,694	66,003
UNIVERSAL COMMUNICATIONS INC.*	O		12 1/4	13 1/4	- 1	- 7.54	17	8	715	8,758
WELLS, RICH, GREENE	WRG	N	20 1/4	20 3/4	- 1/2	- 2.40	27 7/8	16 3/4	1,635	33,108
<b>Electronics</b>								<b>TOTAL</b>	<b>51,761</b>	<b>1,516,680</b>
ADMIRAL	ADL	N	17 3/4	16 3/4	+ 1	+ 5.97	27	13 5/8	5,813	103,189
AMPEX	APX	N	6 5/8	6	+ 5/8	+ 10.41	15 1/8	5	10,875	72,046
CARTRIDGE TELEVISION INC.	O		16 1/2	17	- 1/2	- 2.94	43 1/2	16 1/2	2,083	34,369
CCA ELECTRONICS	CCAE	O	3	3 1/8	- 1/8	- 4.00	6 1/4	2 1/4	881	2,643
COLLINS RADIO	CRI	N	24 1/4	23 1/8	+ 1 1/8	+ 4.86	27 1/4	13 1/4	2,968	71,974
COMPUTER EQUIPMENT	CEC	A	2 1/2	2 1/4	+ 1/4	+ 11.11	4 5/8	2 1/8	2,421	6,052
CONRAC	CAX	N	31 3/4	30 1/2	+ 1 1/4	+ 4.09	39 3/8	24	1,261	40,036
GENERAL ELECTRIC	GE	N	74 3/8	68 3/8	+ 6	+ 8.77	74 3/8	58 1/4	182,123	13,545,398
HARRIS-INTERTYPE	HI	N	46 7/8	45 1/8	+ 1 3/4	+ 3.87	59	44 3/4	6,358	298,031
INTERNATIONAL VIDEO CORP.*	O		14	12 3/4	+ 1 1/4	+ 9.80	15	12 1/2	400	5,600
MAGNAVOX	MAG	N	28 1/8	27 1/8	+ 1	+ 3.68	52 1/4	25 5/8	17,685	497,390
3M	MMM	N	85 3/8	82	+ 3 3/8	+ 4.11	87 1/8	74 1/4	112,867	9,636,020
MOTOROLA	MOT	N	132	127 3/4	+ 4 1/4	+ 3.32	134 3/4	80	13,609	1,796,388
OAK INDUSTRIES	OEN	N	19 7/8	19 1/4	+ 5/8	+ 3.24	21 3/4	9 5/8	1,638	32,555
RCA	RCA	N	37 1/2	35 3/4	+ 1 3/4	+ 4.89	45	32 1/8	74,432	2,791,200
RSC INDUSTRIES	RSC	A	2 1/8	1 7/8	+ 1/4	+ 13.33	4 3/8	1 5/8	3,458	7,348
SONY CORP.	SNE	N	62	61 1/4	+ 3/4	+ 1.22	62 3/8	21 1/4	53,000	3,286,000
TECHNICAL OPERATIONS, INC.	TD	A	12 1/4	10 1/2	+ 1 3/4	+ 16.66	17 7/8	9	1,386	16,978
TEKTRONIX	TEK	N	50 1/2	49	+ 1 1/2	+ 3.06	65 1/2	32 3/4	8,157	411,928
TELEMAN	TIMT	O	4 1/2	3 1/2	+ 1	+ 28.57	13 3/4	3 1/2	1,050	4,725
WESTINGHOUSE	WX	N	45 3/4	43 1/8	+ 2 5/8	+ 6.08	54 7/8	38 3/8	88,235	4,036,751
ZENITH	ZE	N	55 1/8	51 5/8	+ 3 1/2	+ 6.77	56 5/8	39 3/4	19,040	1,049,580
								<b>TOTAL</b>	<b>609,740</b>	<b>37,746,192</b>
								<b>GRAND TOTAL</b>	<b>1,233,098</b>	<b>60,223,643</b>

Standard & Poor's Industrial Average

133.62

128.37

+ 5.25

A-American Stock Exchange

N-New York Stock Exchange

A blank in closing price columns

Over-the-counter bid Prices supplied by Merrill Lynch,

M-Midwest Stock Exchange

O-Over the counter (bid price shown)

indicates no trading in stock.

Pierce Fenner & Smith Inc., Washington.

\*Closing prices are for Tuesday

# Fates & Fortunes®

## Broadcast Advertising



Mr. Satterwhite

Mr. Connolly

**Reginald H. Satterwhite**, director of marketing and account services, and **Daniel J. Connolly**, director of financial services, Clyne Maxon, elected executive VP's. **Daniel E. Charnas**, executive VP, John F. Murray Co., New York agency, joins Clyne Maxon, New York, as senior VP-management supervisor.



Mr. Reath

**Donald R. Reath**, VP and management supervisor, N. W. Ayer, Philadelphia, elected senior VP. **Edward J. Rogers**, VP and director of personnel, Ted Bates & Co., New York, joins N. W. Ayer, New York, in similar capacity. **Richard Symons**, copywriter, Young & Rubicam, New York, joins N. W. Ayer there as group creative director.

**David L. McDonald**, senior VP, Campbell Ewald, Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as VP and group head.

**D. S. McCrary**, chairman, McCrary-Powell Advertising, Dallas, announces his retirement. He will serve in advisory capacity to agency and as independent advertising and marketing consultant.

**Michael J. Manning**, senior VP-finance, McCaffrey & McCall, New York, elected vice chairman.

**J. Douglas McKean**, senior account executive, Dancer-Fitzgerald-Sample, New York, appointed account supervisor.

**Marianne Hussey** and **Frederick Evans Sprock Jr.**, assistant account executives, D-F-S, appointed account executives.

**Richard B. Griff**, account executive, Cunningham & Walsh, New York, appointed account supervisor. **Jeffery Eberhardt**, account executive, Rosenfeld, Sirowitz & Lawson, New York, and **Nancy Mingo**, producer and sales representative, Peterson Co., New York, join C&W there as account executives. **William Macaluso**, media planner, Grey Advertising, New York, and **Ronald Danenberg**, media planner, Ogilvy & Mather, New York, join C&W as assistant account executives.

**John J. Lagana**, art director, Ogilvy & Mather, New York, joins C&W in similar capacity.

**William O. Oakey**, account executive, Gardner Advertising, St. Louis, appointed account supervisor.

**Judd Choler**, director of operations, E. M. Reilly & Associates, St. Louis agency, named senior VP and general manager.

**Jay S. Niefeld**, executive VP and general manager, Bozell & Jacobs, Chicago office, named corporate marketing director.

**Tomas E. Kuhn**, senior VP, succeeds him as general manager.

**Allen S. Feuer**, general sales manager, KBHK-TV San Francisco, joins WPHL-TV Philadelphia in similar capacity. He is succeeded by **Morton Jaffe**, sales manager, WKBD-TV Detroit. Mr. Jaffe is succeeded by **David Wygant**, account executive, WKBD-TV. Both KBHK-TV and WKBD-TV are owned by Kaiser Broadcasting.



Mr. Geller

**Jack Geller**, media director, Weiss & Geller, New York, named VP-media.

**Jerry McClain**, media buyer, Leo Burnett Co., Chicago, joins Clinton E. Frank there as media supervisor.

**Roger W. White**, group head/assistant media director, Grey Advertising, New York, named VP. **David L. Roberts**, media buyer, Grey Advertising, Detroit, appointed senior media buyer. **Thomas R. Miller**, graduate from Michigan State University, joins Grey as Ford corporate account coordinator.

**Les Fine**, national sales manager, WTCG-TV Atlanta joins WRET-TV Charlotte, N.C., as VP and general sales manager.

**Kim Colebrook**, national sales coordinator, WERE(AM) Cleveland, appointed national sales manager.

**James E. Ellis**, with WLAV-AM-FM Grand Rapids, Mich., appointed local sales manager.

**Michael S. Eguchi**, film editor, KOMO-TV Seattle, appointed sales coordinator.

**Richard C. Coveny**, New York sales manager, CBS station division, and **Robert F. Carney Jr.**, New York sales manager, ABC station division, Blair Television, named VP's.

**Joe Cifarelli**, Eastern TV sales manager, New York; **Burt Shavits**, Midwestern TV sales manager, and **Dave Greacen**, radio sales manager, both Chicago, Avco Radio Television Sales, named VP's.

**Kenneth A. Mills**, director, research-promotion, Katz Television division of Katz Agency, New York, named corporate secretary and elected to board of parent company.

**Steve Bell**, director of programing and information services, Petry Television, New York, named to newly created position, VP-programing.

**John E. McArdle**, VP and general manager, WYNS-TV Syracuse, N.Y., joins Media Partners Inc., New York media buying service, as VP-marketing services.

**George R. Fisher**, VP and media director, Lane, Golden, Phillips Advertising, Philadelphia, joins MPI as VP and general manager, Philadelphia office. He succeeds **Stella Porter**, who becomes VP and media director, New York office. **Delores F. Carbone**, VP and associate media director, named media director in New York.

**David R. Newton**, with broadcast division, Sterling Recreation Organization, Seattle, named manager, Entertainment Consultants, advertising and promotion agency for SRO. Sterling Broadcasting is owner of five radio stations in Washington and Oregon.

**Arthur D. Kiernan**, director of sales, Gillette Co., Paper Mate division, Chicago, named VP-sales.

**Daniel F. McNertney**, assistant VP-advertising, State Farm Mutual Automobile Insurance Company, Bloomington, Ill., elected VP.

**Dick Hasbrook**, with KCOP-TV Los Angeles, appointed sales VP for Sports Sales Specialists, Marina Del Rey, Calif., which specializes in selling of "in game" commercial time on sports broadcasts.

**Rudolph C. Dochtermann** and **Richard J. Hazlett**, VP's and creative supervisors, Needham, Harper & Steers, Chicago, appointed associate creative directors.

**Charles E. Gay**, account executive, Lennen & Newell, New York, joins Doremus & Co. there in similar capacity.

**Joseph Amato**, art director; **Carmine Balarino**, senior art director; **Hank Barth**, producer; **Herb Gompertz**, production supervisor; **Arvale Rogers**, art director; **Ted Bates & Co.**, New York, elected VP's.

## Media



Mr. Milner

**George A. Milner**, VP and station manager, KFDM-TV Beaumont, Texas, joins WQXI-TV Atlanta as station manager.

**Jim Armistead**, general manager, WRDW-TV Augusta, Ga., and **Ralph Becker**, general manager, WJKS-TV Jacksonville, Fla., named VP's Rust Craft Broadcasting Co., licensee of stations.

**Morton S. Cohn**, VP and general manager, WLOS-FM-TV Asheville, N.C., elected president.



Mr. Ginsberg

**Allan W. Ginsberg**, station manager and program director, **WXIX-TV** Cincinnati, and **Harold E. Protter**, general sales manager, **WXIX-TV**, named VP's, **Metromedia Television**, station owner.

**Ercil V. Rexrode Jr.**, acting VP and general manager, **Blue Ridge ETV Association**, licensee, noncommercial **WBRA-TV** Roanoke and noncommercial **WSVN-TV** Norton, both Virginia, named VP and general manager.

**Ira Hatchett**, operations manager, **KALO** (AM) Little Rock, Ark., named general manager.

**William R. Raihall**, general manager, **WTIG** (AM) Massillon, Ohio, joins **WINW** (AM) Canton, Ohio, in similar capacity.

**Robert S. Gardner**, sales manager, **WSTM** (FM) St. Matthews, Ky., named general manager.



Mr. Dillingham

**Darryl W. Dillingham**, former director of economic development and employment, **Los Angeles Urban League**, named director of minority affairs, **RKO Radio**. Mr. Dillingham will be responsible for supervising minority hiring, training program, community ascertainment and public affairs for **RKO Radio**.  
**George L. Hall**, research and development officer, **National Association of Educational Broadcasters**, Washington, joins **Virginia Public Telecommunications Council**, Richmond, as director of public telecommunications. **David V. Chapman Jr.**, executive assistant to **Virginia Advisory Council on Educational Television**, joins **VPTC** as associate director. **VPTC** was established by state General Assembly to develop and implement program for public telecommunications services.

**Howard Page**, general manager, **WKIP** (AM) Poughkeepsie, N.Y., joins **WMTR** (AM) Morristown, N.J., as operations manager.

**Robert G. Shortal**, assistant VP, public relations and advertising, **Gulf & Western Industries Inc.**, New York, joins **RCA** there as director, news and information.

**Robert C. Wisniewski**, assistant to president, **Cosmos Broadcasting Corp.**, Columbia, S.C., appointed director of administration. **Cosmos** owns **WIS-AM-TV** Columbia, **WTOL-TV** Toledo, Ohio, **WSFA-TV** Montgomery, Ala., and **WDSU-TV** New Orleans.



Mr. Protter

**John D. Furman Jr.**, coordinator of broadcast standards and coordinator of advertising and promotion, **Cox Broadcasting Corp.**, Atlanta, named director of broadcast standards, in addition to continuing advertising and promotion duties.

**Joseph E. Ondrick**, assistant promotion manager, **KDKA-TV** Pittsburgh, joins **WKYC-TV** Cleveland as manager of advertising, promotion and publicity. He succeeds the late **Helen E. Simpson**.

**John Collins**, controller, **CBS-owned** New York Yankees baseball team, which was sold last week (see story p. 40), appointed assistant controller, **CBS-TV**.

**Joseph Gerard**, controller, **SFM Media Service Corp.**, New York, named treasurer. **SFM** is media-planning and buying firm.

**Donald Bailey**, with accounting division, **Covenant Broadcasting Corp.**, New Haven, Conn., appointed to newly created post, director of accounting services.

**William J. LeSuer**, project manager, **IBM** Chicago, joins **Kaiser Broadcasting** as director of business systems, with headquarters at **WKBD-TV** Detroit.

**Joseph J. Policy**, with broadcast division, **Triangle Publications**, Philadelphia, joins **WQXI-TV** Atlanta as director of advertising and promotion.

**Amy Morgan**, publicity writer and assistant special events director, **Gimbels**, Pittsburgh, joins **WHCT-TV** there as publicity director.

**Les Brownlee**, news, education and urban affairs editor, **WLS-TV** Chicago, appointed community affairs director.

## Programing

**Tim Vignoles**, head of London (England) operations, **MCA-TV**, North Hollywood, Calif., appointed VP, with headquarters remaining in London.

**Kurt R. Machein**, president, **MVR Corp.**, developer and manufacturer of television recording equipment, joins **Bilingual Children's Television Inc.**, Oakland, Calif., as director of technical development. **BCT** is nonprofit group which is creating and producing Spanish-English educational TV programing for children.

**Ruth Cogan**, financial executive, **Universal Television**, North Hollywood, Calif., named VP.

**Louis R. Martin**, program and news director, **KOAM-TV** Pittsburg, Kan., elected VP-programing.

**Tim Noonan**, production manager, **KWWL-TV** Waterloo-Cedar Rapids, Iowa, appointed program director.

**Richard A. Foreman**, operations director, **WLIF** (FM) Baltimore, joins **WGY** (AM)-**WGFM** (FM) Schenectady, N.Y., as program manager.

**Donald Young Jr.**, news producer, **WOR-TV** New York, joins **WRNG** (AM) Atlanta as program director. (This corrects Dec. 18 item.)

**David M. Dillman**, producer-director, **WFLD-TV** Chicago, joins noncommercial **WTTW** (TV) there in similar capacity.

**Jim Casey**, with **WPBR** (AM) Palm Beach, Fla., appointed production coordinator.

**Bill Sorrell**, sports reporter, **WKYC** (AM) Cincinnati, appointed sports director.

**Roger Twibell**, sports director, **Sunflower Cablevision**, Lawrence, Kan., joins **KGUN-TV** Tucson, Ariz., in similar capacity.

## Broadcast Journalism

**James L. Reina**, director of administration, **ABC News**, named director, special projects, succeeding late **John Madigan** (**BROADCASTING**, Aug. 21, 1972). Mr. Reina is succeeded by **Charles Frey**, manager, news program controllers.

**Stanley Karnow**, diplomatic correspondent, **Washington Post**, appointed special correspondent, **NBC News**, Washington.

**Vic Burton**, news director, **KRON-TV** San Francisco, joins **KTTV** (TV) Los Angeles as assistant news director and executive news producer.

**Quent Neufeld**, reporter, **WCCO-TV** Minneapolis-St. Paul, appointed associate news director.

**Ron Hunter**, news director, **WGR-TV** Buffalo, N.Y., assumes additional post, news anchorman.

**Dave Turner**, Chicago newsman, joins **WAME** (AM) Charlotte, N.C., as night news editor.

## Cable

**David Bell**, senior financial analyst, **Viacom International Inc.**, New York, named manager of administration, **Viacom** cable systems in Cleveland area.

**Claire Feldman**, director of administration, **CATV** division, **Teleprompter Corp.**, New York, elected assistant corporate secretary.

**Linda G. Brodsky**, director of public relations, **Television Communications Corp.**, New York, **CATV** subsidiary of **Warner Communications Inc.**, elected VP.

**Jeanne O'Grady**, programing executive, **United Artists Television**, New York, joins **Telemation Program Services Inc.** there as assistant to president. **TPSI** is program buying service for **CATV** industry.

**Barry Landers**, sports correspondent, **CBS** Radio, New York, joins **Suffolk Cablevision**, Central Islip, N.Y., as community relations director.

## Equipment & Engineering



Mr. Page

**Orville D. Page**, products line manager, **CATV** equipment and installation operation, **GTE Sylvania**, named general manager, **CATV** equipment and installation operations, with headquarters in El Paso, Tex. **Donald R. Shaner**, section head-mechanical engineering, electronic systems group, **GTE Sylvania**, appointed section head-mechanical design, **CATV** equipment and installation operation. **Kenneth C. Klein**, research engineering



# A music and a medium made for each other

The business of broadcasting was turning upside down. Television was in. Radio, they were saying, was out. And along came top 40.

The business of music was turning upside down. Rock was in. The big bands were out. And along came top 40.

Neither broadcasting nor music has been the same since.

Almost overnight, stations from coast to coast went on this new brand of tight-playlist, high-decibel sound. The traditionalists didn't like it. The audience, in ever-increasing numbers, did. It saved radio, and it revolutionized music.

Two decades later, top 40 is still king. Much less primitive, much more professional. Now

a tradition in itself.

*Broadcasting's* January 29 issue\* will tell the story of top 40 as it is, with just a trace of historic perspective to show how it got that way.

It will, among other things:

- Identify the top stations in top-40 radio, along with their

program directors, music directors and other key programming specialists.

- Chart the leading artists, labels and songs in top 40's past and present.

- Track the trends in top-40 styles, formats and music mix.

- Demonstrate, again, that if you belong in music,

## You belong in Broadcasting Jan 29



Which will be seen by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: January 22.

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Larry Kingen, Stan Soifer  
7 West 51st Street, 10019  
212-757-3260

**Hollywood**  
Bill Merritt  
1680 N. Vine Street, 90028  
213-463-3148

# Broadcasting

supervisor, GTE Sylvania, Buffalo, N.Y., appointed engineering foreman, CATV equipment and installation operation, New York.



Mr. Boss

**William C. Boss**, VP-marketing, GTE Sylvania, New York, joins RCA Consumer Electronics, New York, as division VP-product management. **William S. Lowry**, division VP, distributor and retailer relations, RCA consumer electronics, New York, elected division VP, color-TV product management there.

**W. Daniel Schuster**, chief engineer, entertainment products group, GTE Sylvania, New York, named VP-engineering. He will supervise group engineering activities which include TV sets and audio products.

**Richard E. Putman**, manager of technical operations, Command Performance Network, General Electric, joins Phillips Broadcast Equipment Corp., Montvale, N.J., as director of engineering, audio-video systems division.



Mr. Kresnicka

**Joseph Kresnicka**, chief engineer, KGO (AM) San Francisco, joins WLS-TV Chicago in similar capacity. Both are ABC-owned stations.

**Herb Korte**, chief engineer, Covenant Broadcasting's WELI (AM) New Haven, Conn., named to newly created post, director of engineering, Covenant Broadcasting Corp.

**James W. Barnes**, chief engineer, electronics division, Cohu Inc., San Diego, named VP and general manager of division. **Robert J. Schlicht**, general sales manager of division, named VP-marketing. **Jeffrey Stewart**, manager of manufacturing, named VP-manufacturing. Cohu is manufacturer of broadcast TV systems and accessories, among other things.

**T. L. Adams**, president, Anixter-Southeast Inc., named manager, Anixter-Pruzan Southeastern district office, Atlanta. A-P is national distributor of supplies and equipment to CATV, power and telephone industries.

**William P. Hakanson**, account executive, Frank Neish Advertising, McKeesport, Pa., joins C-Cor Electronics Inc., State College, Pa., as sales promotion manager.

## Allied Fields

**Gary B. Lieberthal**, manager of marketing, Timebuying Services, New York, named Western manager of agency and advertiser sales, American Research Bureau, Los Angeles.

**Ed Cooperstein**, president and general manager, Canyon Films, Phoenix, resigns to form ACE Communications & Entertainment Corp. there. Firm will be involved in motion picture, broadcasting and related mass communication fields.

## Deaths

**Robert Adrian Scott**, 61, motion picture and television writer-producer, died Dec. 25 in Los Angeles following operation for cancer. Mr. Scott, who served year in prison for refusing to testify before House Committee on Un-American Activities in 1947, wrote number of television scripts, including *The Great Man's Whiskers*, scheduled for presentation on

NBC-TV this season. He is survived by his wife, Joan LaCour.



Mr. Hunter

**Rollo W. Hunter**, 52, VP and director of broadcasting, Wilson, Haight & Welch, Hartford, Conn., since last July, died Jan. 1 at his home in New Canaan, Conn. Mr. Hunter, who had served in executive posts with several advertising agencies, including D'Arcy-MacManus-International where he was senior VP, corporate broadcast in New York, had been instrumental in arranging TV sponsorship for such sports as Bing Crosby, Jackie Gleason and Dinah Shore golf tournaments, and had worked on late Ernie Kovacs TV shows. He is survived by his wife, Mary, a son and two daughters.

**Howard B. Hayes**, 60, president and general manager, Potomac Broadcasting Corp., died Dec. 28 at Circle Terrace hospital, Alexandria, Va., of a heart attack. Potomac is the owner of WPIK (AM) Alexandria and WARA (FM) Woodbridge, Va. Prior to his association with Potomac Broadcasting, Mr. Hayes was employed by CBS and WJSV (now WTOP Washington) as engineer. He is survived by his wife, Susan, and one daughter.

**Theo Foetz**, 78, veteran actor of radio, TV and stage, died Dec. 29 of heart attack at Lenox Hill hospital in New York. At time of death, he was playing role of Papa Bauer in CBS-TV serial drama, *The Guiding Light*, role he began in series when it was radio feature in 1947 (on TV since 1952). He is survived by his wife, Rhea.

# For the Record®

As compiled by BROADCASTING Dec. 21 through Jan. 2, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced.

ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presun-

rise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational. HAAT—height of antenna above average terrain. CARs—community antenna relay station.

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West Coast—P.O. Box 218, Carmel Valley, Calif. 93924. 408-375-3164  
East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555

## New TV stations

### Application

■ Miami—Coral Television Corp. Seeks UHF ch. 33 (584-590 mhz); ERP 58.36 kw viz. 16.62 kw aur. HAAT 900 ft.; ant. height above ground 1,038 ft. P.O. address c/o Alexander M. Tanger, WCIX-TV, 1111 Brickell Ave., Miami 33131. Estimated construction cost \$372,500; first-year operating cost \$98,000; revenue not indicated. Geographic coordinates 25° 59' 37" north lat.; 80° 10' 29" west long. Type trans. RCA ITU-30B. Type ant. RCA TFU-42J Special. Legal counsel Wilner & Scheiner, Washington; consulting engineer Cohen and Diprell, Washington. Station to be satellite of WCIX-TV, Miami. Principals: General Cinema Corp. (80.79%), et al. Ann. Dec. 19.

### Other action

■ Review board in Homewood and Birmingham, both Alabama, TV proceeding, in response to petition by Birmingham Broadcasting Co. in ch. 21 proceeding, added issue against Alabama Television Inc. to determine whether Alabama TV complied with rules by keeping commission advised of sub-

stantial changes in application (Docs. 15461, 16760-61, 16758). Action Dec. 19.

## Call letter action

■ **Lola Goelet Yoakem**, Oxnard, Calif.—Granted **\*KTIE(TV)**.

## Existing TV stations

### Final actions

■ **WSNS(TV)** Chicago—Broadcast Bureau granted mod. of license covering change of name to Harriscope of Chicago Inc. and Woods Amusement Corp. and Riverdale Drive-In Inc., joint venture dba Video 44. Action Dec. 21.

■ **KOLR(TV)** Springfield, Mo.—Broadcast Bureau granted CP to change ERP to vis. 282 kw; aur. 28.2 kw; trans. location to State Highway "FF" near Fordland, Mo.; change type trans. and type ant.; make changes in ant. structure; ant. height 2,070 ft. Action Dec. 22.

■ **WTMJ-AM-FM-TV** Milwaukee—William B. Ray, chief, complaints and compliance division, in response to complaint from James A. McCann, alleging that stations violated fairness doctrine by broadcasting editorial which contained basic errors of fact and was highly detrimental to Mr. McCann's reputation as public official, ruled that no commission action is warranted at this time. Ann. Dec. 29.

### Actions on motions

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (**WLCY-TV** Inc. (**WLCY-TV**)), TV proceeding, set certain procedural dates and scheduled hearing for May 30 (Doc. 19627). Action Dec. 13.

■ Administrative Law Judge Chester F. Naumowicz in Las Vegas (Western Communications Inc. [**KORK-TV**] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Western Communications Inc. to amend application to show certain ownership information (Docs. 19519, 19581). Action Dec. 12.

■ Administrative Law Judge James F. Tierney in New York (**WPIX** Inc. (**WPIX(TV)**) and Forum Communications Inc.), TV proceeding, granted petition by **WPIX** to amend application to reflect redemption of certain of preferred voting stock (Docs. 18711-2). Action Dec. 11.

### Other actions

■ Review board in Daytona Beach, Fla., TV proceeding, granted request by Lester P. Suhler for extension of time through Jan. 2 to file appeal in proceeding involving applications of Cowles Florida Broadcasting Inc. for renewal of license for **WESH-TV** Daytona Beach and competing application of Central Florida Enterprises Inc. for new TV at Daytona Beach (Docs. 19168-70). Action Dec. 15.

■ Review board in High Point, N.C., TV proceeding, enlarged issues in proceeding involving mutually exclusive applications of Southern Broadcasting Co. (**WGHP-TV**) and Furniture City Television Co. for renewal of license and CP, respectively, for TV in High Point (Docs. 18906-7). Action Dec. 27.

■ Review board in Charleston, S.C., TV proceeding, denied proposal by South Carolina Educational Television Commission (**WITV(TV)**), State Telecasting Co. (**WUSN(TV)**), First Charleston Corp. (**WCIV(TV)**) and **WCSC** Inc. (**WCSC-TV**), licenses of VHF stations in Charleston, to move respective trans. sites from separate locations to single tower located 21 miles northwest of Charleston (Docs. 18569-72). Action Dec. 29.

### Network affiliations

#### ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **WSJV(TV)** Elkhart, Ind. (Truth Publishing Co.)—Amendment extends agreement to Jan. 2, 1975.

■ **WTVW(TV)** Evansville, Ind. (Evansville Television Inc.)—Agreement dated Aug. 18, 1972, effective Aug. 21, 1972, through Aug. 21, 1974, replaces earlier agreement. First call right. Network rate \$1,073; compensation paid at 30%.

■ **KAKE-TV** Wichita, Kan. (**KAKE TV** & Radio Inc.)—Amendment extends agreement to Oct. 15, 1974.

■ **KULR-TV** Billings, Mont. (Harriscope Broadcasting Corp.)—Agreement dated Oct. 4, 1972, effective Jan. 1 through Jan. 1, 1975, replaces earlier agreement. First call right. Programs delivered to Salt Lake City. Network rate \$411; compensation paid at 30%.

■ **KFBB-TV** Great Falls, Mont. (Harriscope Broadcasting Corp.)—Agreement dated Oct. 4, 1972, effective Oct. 1, 1972, through Oct. 1, 1974, replaces earlier agreement. First call right. Programs delivered to Salt Lake City. Network rate \$411; compensation paid at 30%.

■ **WJNL-TV** Johnstown, Pa. (Cover Broadcasting Inc.)—Agreement dated Sept. 19, 1972, effective Oct. 22, 1974, replaces earlier agreement. Network rate none; compensation paid at 30%.

■ **KTWO-TV** Casper, Wyo. (Harriscope Broadcasting Corp.)—Amendment extends agreement to Jan. 1, 1975.

#### NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ **WITN-TV** Washington, N.C. (North Carolina Television Inc.)—Amendment to agreement changes network rate to \$561, effective Jan. 1.

■ **KLTW(TV)** Tyler, Tex. (Channel Seven Inc.)—Amendment to agreement changes network rate to \$378, effective Nov. 1.

## New AM stations

### Application

■ Agana, Guam—Guam Broadcasting Co. Seeks 540 khz. 10 kw. P.O. address Box 2890, Agana 96910. Estimated construction cost \$100,500; first year operating cost \$97,160. Revenue \$75,000. Principals: Richard F. Ulloa, president, David J. Ulloa, vice president (each 20%), et al. Richard Ulloa is former general manager of Marianas Communication System, CATV firm, Los Angeles. David Ulloa, former president of Marianas, owns 49% of Meridian Corp., Agana. Ann. Dec. 15.

### Start authorized

■ **WSHY** Shelbyville, Ill.—Authorized program operation on 1560 khz, 500 w, DA-D. Action Nov. 24.

### Actions on motions

■ Administrative Law Judge Frederick W. Dennison in Clare, Mich. (Bi-County Broadcasting Corp.), AM and FM proceeding, on request of Broadcast Bureau, extended through Dec. 20 time to file response to petition of Bi-County Broadcasting Corp. (Doc. 19492). Action Dec. 13.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Mobile, Ala. (Azalea Corp., et al.), AM proceeding, scheduled further hearing for March 5. (Docs. 17555-58); by separate action, granted motion by Broadcast Bureau and ordered that People's Progressive Radio Inc. shall file within 21 days written notice of appearance and intention to participate in further proceedings; in event People's shall fail to so file, order dismissing application shall issue without further process (Docs. 17555-58). Actions Dec. 11 and 13.

### Other action

■ Review board in West Hazelton, Pa., AM proceeding, granted petition by Broadcast Bureau for extension of time to Jan. 18 to file replies to exceptions to initial decision released Sept. 6, 1972 (Doc. 18491). Initial decision denied application of Broadcasters 7 Inc. for new AM at West Hazelton. Action Dec. 22.

## Call letter actions

■ **P & C Broadcasting**, New Bern, N.C.—Granted **WGSE**.

■ Radio Holly Hill Inc., Holly Hill, S.C.—Granted **WKHJ**.

## Existing AM stations

### Final actions

■ **KIDD** Monterey, Calif.—Broadcast Bureau rescinded action of Dec. 6, 1972, requesting assignment of license to Walton Radio Inc., which granted application and re-granted application subject to whatever action commission may deem appropriate following conclusion of present investigation into operations of **KELP-TV** El Paso. Action Dec. 21.

■ **WICH** Norwich, Conn.—Broadcast Bureau granted license covering use of former main nighttime trans. as aux. day and night trans. Action Dec. 20.

■ **KLEM** Le Mars, Iowa—Broadcast Bureau granted mod. of license covering change of main studio location to 37 2d Avenue, N. W., Le Mars; operate trans. by remote control from main studio site. Action Dec. 15.

■ **WAAM** Ann Arbor, Mich.—FCC granted request by WAAM for permission to affiliate with ABC Contemporary radio network. Authorization remains in effect until 30 days after any over-all decision on ABC multiple AM affiliations. Permission was required because two other AM's in Ann Arbor standard metropolitan statistical area have affiliations with ABC radio networks. Action Dec. 14.

■ **KSUM** Fairmont, Minn.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Dec. 18.

■ **WGBR** Goldsboro, N.C.—Broadcast Bureau granted CP to install new aux. trans. Action Dec. 22.

■ **WCIT** Lima, Ohio—Broadcast Bureau granted mod. of license covering move of main studio location and remote control point to 1301 North Cable Road, outside city limits of Lima. Action Dec. 15.

■ **WSDC** Hartsville, S.C.—Broadcast Bureau granted license covering new station. Action Dec. 18.

■ **WOAI** San Antonio, Tex.—Broadcast Bureau permitted remote control. Action Dec. 27.

■ **KIXI** Seattle—Broadcast Bureau granted license covering changes; granted license covering use of former aux. trans. for alt-main purposes only. Action Dec. 20.

### Actions on motions

■ Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. [**WHLN**]), AM proceeding, granted petition by Eastern to amend application to reflect current financial statements of principals and letter of Nov. 20, 1972, from bank at Harlan agreeing to lend applicant \$100,000 upon stated conditions (Docs. 19614-5). Action Dec. 13.

■ Administrative Law Judge James F. Tierney in Arvada, Colo. (Media Enterprises Inc. [**KOXI**]), AM proceeding, canceled prehearing conference scheduled for Dec. 20 (Doc. 19635). Action Dec. 14.

### Other action

■ Review board in Vinita, Okla., AM proceeding, granted motion by Northeast Oklahoma Broadcasting Inc. for extension of time to Jan. 10 to file responsive pleadings to petitions for enlargement of issues. Proceeding involves mutually exclusive applications of Northeast and P B L Broadcasting Co. to operate, on regular basis, facilities of **KVIN** Vinita (Docs. 19639-40). Action Dec. 27.

(Continued on following page)

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# Summary of broadcasting

Compiled by FCC Nov. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,361	5	15	4,381	48	4,429
Commercial FM	2,353	1	47	2,401	111	2,512
Commercial TV-VHF	504	1	6	511	11	523
Commercial TV-UHF	185	0	5	190	49	252
Total commercial TV	689	1	11	701	60	775
Educational FM	531	0	18	549	78	627
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	120	0	10	130	7	137
Total educational TV	206	0	15	221	8	229

\* Special Temporary Authorization.

## Call letter application

- WFSR Bath, N.Y.—Seeks WGHT.

## New FM stations

### Applications

- Jacksonville, Fla.—Mel-Lin Inc. Seeks 107.3 mhz, 100 kw, HAAT 353 ft. P.O. address 1221 King Street, Jacksonville 32204. Estimated construction cost \$76,950; first-year operating cost \$18,780; revenue \$43,750. Principals: Lawrence R. Picus, president (90%), et al. Mr. Picus owns 50% of WAPX (AM) Montgomery, Ala. Mel-Lin Inc. is licensee of WOBX (AM) Jacksonville. Ann. Dec. 11.
- Oskaloosa, Iowa—William Penn College. Seeks 88.7 mhz, 10 w. HAAT 80 ft. P.O. address North Market and Truettwood Avenues, Oskaloosa 52577. Estimated construction cost \$2,112; first-year operating cost \$2,875; revenue none. Principals: Terry L. Haskell, dean of men, et al. Ann. Dec. 14.
- Falmouth, Mass.—Francis E. Daddario. Seeks 95.9 mhz, 3 kw. HAAT 300 ft. P.O. address 81 Beebe Acres, Falmouth 02540. Estimated construction cost \$99,900; first-year operating cost \$123,880; revenue \$117,000. Principal: Mr. Daddario owns chain of grocery stores in Massachusetts and New Hampshire, and owns construction and real estate firm in South Briantree, Mass. Ann. Dec. 18.

### Starts authorized

- WQBK-FM Rensselaer, N.Y.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 87 ft. Action Nov. 29.
- WNKO (FM) Newark, Ohio—Authorized program operation on 101.7 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 5.

### Final actions

- Santa Rosa, Calif.—Bi-lingual Broadcasting Foundation Inc. Broadcast Bureau granted 89.1 mhz, 420 w. HAAT 2,770 ft. P.O. address 422 Healdsburg Avenue, Healdsburg, Calif. 95448. Estimated construction cost \$18,166; first-year operating cost \$19,964; revenue none. Principals: Ernest Martinez, president, et al. Action Dec. 21.
- Walnut, Calif.—Mount San Antonio Community College District. Broadcast Bureau granted 90.1 mhz, 3.5 w. HAAT 460 ft. P.O. address 1100 North Grand Avenue, Walnut 91789. Estimated construction cost \$9,975; first-year operating cost \$1,300; revenue none. Principals: Marie T. Mills, president and district superintendent, et al. Action Dec. 21.
- Newbury, Mass.—Governor Dummer Academy. Broadcast Bureau granted 88.7 mhz, 10 w. HAAT 55 ft. P.O. address Elm Street, Byfield, Newbury 01922. Estimated construction cost \$2,495; first-year operating cost \$500; revenue none. Principals: Valleeau Wilkie Jr., headmaster, et al. Action Dec. 21.
- Wanchese, N.C.—WOBR Inc. Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 175.4 ft. P.O. address Box 158, Wanchese 27981. Estimated construction cost \$28,696; first-year operating cost \$5,000; revenue \$20,000. Principals: Douglas L. Craddock, president, and Lucy Phil Wicker (each 50%). Mr. Craddock and Mr. Wicker formerly owned WOBR (AM) Wanchese. Mr. Craddock is former owner (until June 1972) of WLOE (AM) and WEAL (FM), both Eden, N.C. He is sole owner of Grand Theatre and owns 50% of Eden Drive-in Theatre, both in Eden. Mr. Wicker owns 55.83% of Standard Theatre Supply Co. in Greensboro, N.C. He also has minority interests in two movie theaters in Charlotte, N.C. Action Dec. 15.
- Plainfield, Vt.—Goddard College Corp. Broadcast Bureau granted 91.1 mhz, 10 w. HAAT 50 ft. P.O. address Route 14 A, Plainfield-North Montpelier Rd., Plainfield 05667. Estimated construction cost \$3,170; first-year operating cost \$830; revenue none. Principals: John H. Downs, trustee of Vermont state colleges, et al. Action Dec. 21.
- Romney, W. Va.—West Virginia Schools for the Deaf and the Blind. Broadcast Bureau granted

91.5 mhz, 10 w. HAAT 42 ft. P.O. address East Main Street, Romney 26757. Estimated construction cost \$5,045; first-year operating cost \$200; revenue none. Principals: S. J. Baskerville, president, et al. Action Dec. 21.

### Initial decision

- Live Oak, Fla.—Administrative Law Judge Isadore A. Honig, in initial decision, proposed grant of application of WNER Radio Inc. for new FM on ch. 251 (98.1 mhz) with 50 kw, at Live Oak (Doc. 18975). Ann. Jan. 2.

### Actions on motions

- Acting Chief, Broadcast Bureau, on request of Redwood Empire Stereoasters, licensee of KZST (FM) Santa Rosa, Calif., extended through Jan. 17 time to file responses to petition for rulemaking in matter of amendment of FM table of assignments in Healdsburg, Calif., and through Jan. 12 to file for amendment in Monte Rio, Calif. Action Dec. 22.
- Chief Administrative Law Judge Arthur A. Gladstone in Grandview and Sunnyside, both Washington (Prosser-Grandview Broadcasters Inc. and Bennett Broadcasting Co.), FM proceeding, designated Administrative Law Judge Frederick W. Denniston to serve as presiding judge; scheduled prehearing conference for Jan. 15 and hearing for Feb. 27 (Docs. 19655-6). Action Dec. 13.
- Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colnrado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, set certain procedural dates and rescheduled hearing for Feb. 20 (Docs. 19588-9). Action Dec. 13.
- Administrative Law Judge Byron E. Harrison in Klamath Falls, Ore. (Klamath Temple and 960 Radio Inc.), FM proceeding, approved joint petition of applicants for approval of dismissal agreement between parties; dismissed with prejudice application of Klamath Temple; granted application of 960 Radio Inc., canceled prehearing conference now scheduled for Dec. 18 and terminated proceeding (Docs. 19585-6). Action Dec. 13.
- Administrative Law Judge James F. Tierney in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, granted motion by Community Broadcasters Inc. for leave to amend application to reflect employment of president by another broadcast facility (Doc. 19303-4). Action Dec. 8.

### Other actions

- Review board in Dinuba, Calif., FM proceeding, denied motion by Radio Dinuba Co. for addition of candor and ineptness issues against Korus Corp. in proceeding involving their competing applications for new FM's at Dinuba (Docs. 19566-67). Action Dec. 22.
- Review board in Carlisle, Pa., FM proceeding, granted motion by Cumberland Broadcasting Co. for extension of time to Dec. 29, 1972, to file responsive pleadings to petition to enlarge issues by WIOO Inc. (Docs. 19468-69, 19471). Proceeding involves mutually exclusive applications of Cumberland, WIOO and Hilton, McGowan and Hilton for new FM at Carlisle. Action Dec. 22.
- Review board in West Columbia and Columbia, both South Carolina, FM proceeding, granted petition by Statesville Broadcasting Co. for extension of time to Jan. 10 to reply to oppositions to petition to enlarge issues filed by Broadcast Bureau and Congaree Broadcasters Inc. (Docs. 19624-26). Proceeding involves Congaree and West Columbia Broadcasters Inc., applications for new FM on ch. 261 at West Columbia, and application by Statesville for same channel at Columbia. Action Dec. 22.
- Review board in Harriman, Tenn., FM proceeding, granted joint motion by Fulkways Broadcasting Co. and Harriman Broadcasting Co., competing applicants for new FM at Harriman, for extension of time to Feb. 1 to file exceptions to initial decision released Nov. 30, 1972, which denied both applications (Docs. 18912-3). Action Dec. 22.
- Review board in Virginia Beach, Va., FM proceeding, granted petition by Virginia Seashore

Broadcasting Corp. for extension of time through Jan. 4 to file exceptions and brief to initial decision released Nov. 14, 1972, in which Administrative Law Judge Charles J. Frederick proposed grant of application of Payne of Virginia Inc. for new FM in Virginia Beach and denial of Virginia Seashore's competing application (Docs. 19095-6). Action Dec. 15.

## Rulemaking action

- FCC proposed amendment of FM table of assignments to add ch. 241 to Greeley, Colo., substitute ch. 236 for ch. 241 in Laramie, Wyo., and substitute ch. 273 for ch. 236 in Craig, Colo. It also proposed assignment of ch. 256 to Windsor, Colo., or alternatively, to add ch. 256 to Fort Collins, Colo., and substitute ch. 252A for ch. 257A in Torrington, Wyo. FCC denied petition to assign ch. 264 to Fort Collins. Action Dec. 20.

## Call letter applications

- SPY Broadcasting System Inc., Plano, Ill.—Seeks WSPY (FM).
- Bay City Public School District, Bay City, Mich.—Seeks \*WCHW-FM.
- Associated Students of Montana Tech, Butte, Mont.—Seeks \*KMSM-FM.
- Tri Radio Broadcasting Inc., Ironton, Ohio—Seeks WITO (FM).
- East Tennessee State University, Johnson City, Tenn.—Seeks \*WETS (FM).
- WOJO Broadcasting Co., Durand Wis.—Seeks WRDN-FM.

## Call letter actions

- Harold R. Harkins, Apache Junction, Ariz.—Granted KSTM (FM).
- Peoria Valley Broadcasting Inc., Pekin, Ill.—Granted WZRO (FM).
- Keowa Broadcasting Inc., Keokuk, Iowa—Granted KIMI (FM).
- Punxsutawney Broadcasting Co., Punxsutawney, Pa.—Granted WMPE-FM.

## Existing FM stations

### Final actions

- WKCI (FM) Hamden, Conn.—Broadcast Bureau granted CP to install new alt. main trans. Action Dec. 18.
- WHUR-FM Washington—Broadcast Bureau granted CP to change trans. location; install new trans. and ant.; make change in ant. system. Action Dec. 20.
- WAXY (FM) Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change trans. location to southeast corner of South 33d Avenue and Pembroke Park, Pembroke, Fla.; install new trans. and new ant.; ERP 100 kw; ant. height 1,020 ft.; remote control permitted; conditions. Action Dec. 21.
- WSPB-FM Sarasota, Fla.—Broadcast Bureau granted CP to change trans. location; install new trans. and new ant.; ERP 3 kw; ant. height 260 ft. Action Dec. 22.
- WSB-FM Atlanta—Broadcast Bureau granted CP to install new alt. main trans. Action Dec. 22.
- KTCC (FM) Colby, Kan.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Dec. 20.
- KTCC (FM) Colby, Kans.—Broadcast Bureau granted CP to replace expired CP. Action Dec. 22.
- WWRM-FM Gaylord, Mich.—Broadcast Bureau granted license covering new FM; ERP 50 kw; ant. height 570 ft. Action Dec. 14.
- KNUW (FM) Great Falls, Mont.—Broadcast Bureau granted license covering new station; trans. location redescribed as north on Highway 87, Great Falls; operate remote control from studio location; ERP 36 kw; ant. height 470 ft. Action Dec. 18.
- WQBK-FM Rensselaer, N.Y.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 87 ft. Action Dec. 18.
- WYD (FM) Raleigh, N.C.—Broadcast Bureau granted CP to change trans. location to intersection State Roads 1377 and 1378, Raleigh; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 930 ft.; remote control permitted; condition. Action Dec. 15.
- WLSR (FM) Lima, Ohio—Broadcast Bureau granted mod. of license covering move of main studio location and remote control to 1301 North Cable Road, Lima. Action Dec. 22.
- WCED-FM Dubois, Pa.—Broadcast Bureau granted license covering changes; ERP 11.5 kw; ant. height 640 ft. Action Dec. 18.
- WDAC (FM) Lancaster, Pa.—Broadcast Bureau granted CP to reduce ERP to 15 kw for aux. trans. Action Dec. 18.
- KWXI (FM) Fort Worth—Broadcast Bureau granted CP to change trans. location to 0.7 mile south of Cedar Hill, Tex.; install new trans. and ant.; make

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change in ant. system; ERP: 98 kw; ant. height 1,460 ft.; remote control permitted. Action Dec. 15.

■ **\*WBRC-FM** Beloit, Wis.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Pearsons Hall, Beloit College, Beloit; make changes in ant. system. Action Dec. 12.

### Call letter application

■ **WEOK-FM** Poughkeepsie, N.Y.—Seeks WPDH-(FM).

### Call letter actions

■ **KGUD-FM** Santa Barbara, Calif.—Granted KTYD-(FM).

■ **WEAW-FM** Evanston, Ill.—Granted WOJO-(FM).

■ **WOMI-FM** Owensboro, Ky.—Granted WBKR-(FM).

## Renewal of licenses, all stations

■ **KIIX-AM-FM** Fort Collins, Colo.—FCC granted applications by Fort Collins Broadcasting Co. for renewal of licenses. Objections by Colorado Committee on Mass Media and Spanish Surnamed Inc. were denied. Action Dec. 21.

■ Broadcast Bureau granted renewal of license for following translators: K05CZ Del Bonita and K07IT West Glacier, both Montana. Action Dec. 19.

■ **WBNS-AM-FM-TV** Columbus, Ohio—FCC granted renewal of licenses and denied opposing petition by Columbus Broadcasting Coalition. Coalition charged in part that licensees failed to ascertain problems of service area, particularly with regard to black community; failed to program for black community, and discriminated against blacks in employment. Action Dec. 20.

■ Broadcast Bureau granted renewal of licenses for following stations, all Pennsylvania, their co-pending auxs. and SCA's where appropriate: WEDO McKeesport and WAMO-AM-FM, WIIC-TV, \*WQED-(TV), \*WQEX-(TV), WTAE-TV, KQV(AM)-WDVE(FM), WJAS-AM-FM and KDKA-AM-FM-TV (on condition), all Pittsburgh. Action Dec. 22.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxs. and SCA's where appropriate: WOR(AM)-WXLO(FM) New York (on condition); Action Dec. 22. WAAB Worcester, Mass.; WBYB St. Pauls, N.C.; WCBA Corning, N.Y.; WCPN-AM-FM Tarboro, N.C.; WCSC-FM Charleston, S.C.; WFNC Fayetteville and WFSC-AM-FM Franklin, both N.C.; WKDY Spartanburg, S.C.; WKEA Blacksburg, Va.; WKMT Kings Mountain, N.C.; WNCG(AM)-WKTM(FM) North Charleston, S.C.; WNOS-AM-FM High Point, N.C.; WSNW Seneca, S.C. Actions Dec. 27.

## Modification of CP's, all stations

■ **KWST(FM)** Los Angeles—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Dec. 22.

■ **KDAR(FM)** Oxnard, Calif.—Broadcast Bureau granted mod. of CP for extension of time to July 4. Action Dec. 18.

■ **\*WGCT(FM)** Guilford, Conn.—Broadcast Bureau granted mod. of CP to extend time to April 24; condition. Action Dec. 20.

■ **Dufuniak Springs, Fla.**—Euchee Valley Broadcasting Co.—Broadcast Bureau granted mod. of CP for extension of time to March 31; condition. Action Dec. 18.

■ **WIGL(FM)** Miami—Broadcast Bureau granted mod. of CP to extend time to July 12. Action Dec. 22.

■ **WYYZ** Jasper, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to June 1. Action Dec. 22.

■ **WEIC** Charleston, Ill.—Broadcast Bureau granted mod. of CP to add MEOV's values to daytime pattern. Action Dec. 22.

■ **\*WAMH(FM)** Amherst, Mass.—Broadcast Bureau granted mod. of CP to extend time to June 7. Action Dec. 18.

■ **KJEL-FM** Lebanon, Mo.—Broadcast Bureau granted mod. of CP to extend time to June 27. Action Dec. 22.

■ **KBMS(FM)** Billings, Mont.—Broadcast Bureau granted mod. of CP to extend time to July 1. Action Dec. 22.

■ **WPRI** Parsippany-Troy Hills, N.J.—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 28. Action Dec. 15.

■ **WXXY(FM)** Montour Falls, N.Y.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 1 kw; ant. height 410 ft. Action Dec. 27.

■ **WCLV(FM)** Cleveland—Broadcast Bureau granted mod. of CP to extend time to July 1. Action Dec. 22.

■ **WKBN** Youngstown, Ohio—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Dec. 22.

■ **WNKO(FM)** Newark, Ohio—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Dec. 22.

■ **WUAT** Pikeville, Tenn.—Broadcast Bureau granted mod. of CP to change the ant.-trans. site to 0.15 mile east of Courthouse on East Valley Road, Pikeville; change main studio location and remote control point to 201½ West Spring Street, Pikeville; change type trans. and change to non-directional ant. Action Dec. 18.

■ **KDXU-FM** St. George, Utah—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Dec. 12.

## Translators

### Actions

■ **K05EQ** Green Point, Bald Mountain and Murphy Meadow area, all California—Broadcast Bureau granted license covering new VHF translator. Action Dec. 19.

■ **Crane, Ore.**—Crane Sagebrush TV—Broadcast Bureau granted CP for new VHF translator to serve Crane on ch. 9 by rebroadcasting programs of KBOI-TV, ch. 2, Boise, Idaho. Action Dec. 19.

■ **W72AT** Towanda, Pa.—Broadcast Bureau granted license covering new UHF translator and specify type of trans.; granted mod. of license covering change of input channel to direct off-the-air pickup of WVIA-TV, ch. 44, Scanton, Pa. Action Dec. 19.

■ **W42AA** Yauco, Puerto Rico—Broadcast Bureau granted mod. of license covering change of input channel for UHF translator to direct off-the-air pickup of WKAQ-TV, ch. 2, San Juan, Puerto Rico. Action Dec. 19.

■ **K285AA** Beaver, Utah—Broadcast Bureau granted license covering permit for new FM translator. Action Dec. 27.

■ **K07GQ** Cedar City, Utah—Broadcast Bureau granted CP for VHF translator to change to via K71BH Milford and rural Beaver county, Utah; change type of trans. and increase output power. Action Dec. 19.

■ **K13DQ** Glenwood, Wash.—Broadcast Bureau granted CP for VHF translator to change type of trans., increase output power and make changes in ant. system. Action Dec. 19.

## Ownership changes

### Applications

■ **WCRT-AM-FM** Birmingham, Ala.—Seeks assignment of license from Chapman Radio and Television Co. to Magic City Communications Inc. for \$675,000. Sellers: William A. Chapman and George K. Chapman, partners. Buyers: Hal Fredericks, president (55%), et al. Mr. Fredericks, formerly national sales manager for WBBM(AM) Chicago, is consultant for Atlanta-LaSalle Corp., investment holding company in Chicago. Ann. Dec. 15.

■ **WCOV-FM** Montgomery, Ala.—Seeks assignment of license from WCOV Inc. to Griffin Broadcasting Corp. for \$150,000. Sellers: Harry C. Barfield, president, et al. WCOV Inc. is licensee of WCOV-AM-TV Montgomery. Buyers: Lloyd Wayne Griffin, Gillis Craig Griffin and Sidney Glenn Griffin (each 33⅓%). Lloyd Griffin is officer in navy. Gillis Griffin has interests in beer wholesale firms in Dothan, Ala. Sidney Griffin was formerly salesman at WCOV(AM). Ann. Dec. 18.

■ **KRFM(FM)** Phoenix—Seeks transfer of control of Arizona FM Inc. from E. J. Churchill, et al (as group, 100% before, none after) to Southern Broadcasting Co. (none before, 100% after). Consideration: \$900,000. Principals: Earl F. Slick (24.8%), Albert L. Butler Jr. (11.28%), et al. Mr. Slick is director of Slick Corp., subsidiary of United States Filter Corp. He also owns oil and gas production company in Winston-Salem, N.C., and has various other interests. Mr. Butler is director of United States Filter Corp. He also is director of Wachovia Corp., holding company, and has other interests. Southern Broadcasting stations are: WKTX-AM-FM Raleigh, WTOB(AM) Winston-Salem and WGHP-TV High Point, all North Carolina; WSGN(AM) Birmingham, Ala.; KOY-(AM) Phoenix; KULP(AM) Houston, and WRVA-AM-FM Richmond, Va. Southern has also applied to acquire WHBQ-FM Memphis and WEZX(FM) Tampa, Fla. Ann. Dec. 15.

■ **WPSB(FM)** Bridgeport, Conn.—Seeks assignment of license from Nassau Broadcasting Co. to Robert L. Williams Broadcasting Co. for \$440,000. Sellers: Herbert W. Hobler, president, et al. Nassau Broadcasting is licensee of WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey. Buyers: Robert L. Williams, president (73%), et al. Mr. Williams is vice president-sales and marketing director of McGavren Guild, New York, national media sales firm. Ann. Dec. 18.

■ **WCLB(AM)** Camilla, Ga.—Seeks transfer of control of Capel Broadcasting Co. from Russell A. Browne and Emerson W. Browne (together, 66⅔% before, none after) to Charlie L. Browne (33⅓% before, 100% after). Consideration: \$67,322. Principal: Charlie Browne is president of station. Ann. Dec. 18.

■ **WOGA(AM)** Sylvester, Ga.—Seeks transfer of control of Worth County Broadcasters Inc. from James M. Rouse Sr. and J. M. Sutton Sr. (together, 100% before, none after) to William R. Crews Sr. (none before, 100% after). Consideration: \$75,000. Principal: Dr. Crews, pastor in Baptist church, owns Select Religious Broadcasting Service. Ann. Dec. 18.

■ **KARR(AM)-KOPP(FM)** Great Falls, Mont.—Seeks assignment of license from Radio-TV Enterprises to Greater Montana Broadcasting Inc. for \$325,000. Sellers: Pat M. Goodover, president, et al. Buyers: Alan H. Cummings (100%). Mr. Cummings owns WLTD(AM) Evanston, Ill., WNAM(AM) Neenah-Menasha, Wis., and WRRR(AM) Rockford, Ill. He also is administrator of private investments and has car washing firm franchises in area. Ann. Dec. 15.

■ **KNDR(FM)** Chickasha, Okla.—Seeks assignment of license from Grady Radio Inc. to Brewer Broadcasting Corp. for \$55,000 (includes covenant not to compete). Sellers: Ben E. DeKinder, president, et al. Buyers: Jack G. Brewer and James R. Brewer (each 50%). The Brewers own KWCO(AM) Chickasha. They also own 33⅓% each of KADS(AM) Elk City, Okla., and have land development interests in area. Ann. Dec. 18.

■ **KLEN-AM-FM** Killen, Tex.—Seeks assignment of licenses from Highlite Broadcasting Co. to Accent Radio Corp. for \$300,000. Sellers: A. W. Stewart, president, et al. Buyers: Lon H. Williams, president (80%), et al. Mr. Williams is commercial manager of KLEN. He also has majority interest in KORC(AM) Mineral Wells, Tex., which is currently being reassigned. Ann. Dec. 18.

■ **WKJC(FM)** Bluefield, Va.—Seeks transfer of control of Bluefield Broadcasting Co. from Kenneth J. Crosthwait (75% before, none after) to Hawley A. Wells Jr. (25% before, 100% after). Consideration: \$35,000. Principal: Dr. Wells is pathologist in Princeton, W. Va. Ann. Dec. 15.

### Actions

■ **WAXY(FM)** Fort Lauderdale, Fla.—FCC granted assignment of license from Broward County Broadcasting Co. to RKO General Inc. for \$465,000. Assignment is subject to action following resolution of renewal of license hearing cases involving two RKO stations. Sellers: Albert S. Tedesco, president, et al. Broward County Broadcasting is licensee of WEXY(AM) Oakland Park, Fla. Buyers: RKO General Inc., subsidiary of publicly held General Tire & Rubber Co., is broadcast group owner.

■ **WBML(AM)** Macon, Ga.—Broadcast Bureau granted assignment of license from Middle South Broadcasting Co. to Prairieville Broadcasters of Georgia Inc. for \$632,000. Sellers: C. R. Rader, president and treasurer, and George W. Patton, vice president and general manager. Buyers: Stephen P. Bellinger, president (17⅓%), Joel W. Townsend, secretary (17⅓%), et al. Mr. Bellinger and Mr. Townsend have minority interests in WDW(AM) Decatur and WILY-AM-FM Centralia, both Illinois. Mr. Bellinger owns 56% and Mr. Townsend has minority interest in WIZZ-AM-FM Streator, Ill. Action Dec. 18.

■ **WLOR(AM)** Thomasville, Ga.—Broadcast Bureau granted assignment of license from Triple C. Broadcasting Corp. to Mills-Bellamy Enterprises for \$260,000. Seller: Mrs. Lem J. Clark, president (100%). Mrs. Clark owns WTUF(FM) Thomasville, Ga. Buyers: Norris B. Mills and Chester D. Bellamy (both 50%). Mr. Mills, former stockholder in WMTM-AM-FM Moultrie, Ga., manages properties he owns in Moultrie. Mr. Bellamy owns boat sales and repair shop in Thomasville. Action Dec. 22.

■ **KWAL(AM)** Wallace, Idaho—Broadcast Bureau granted transfer of control of Metals Broadcasting Co. from R. Lee Black (100% before, none after) to Silver Valley Broadcasters Inc. (none before, 100% after). Consideration: \$210,000. Principals: Frank E. Krshka (37%), et al. Mr. Krshka together with his wife owns 30% of KLCB(AM) Libby, Mont. Action Dec. 20.

■ **WAUR(FM)** Aurora, Ill.—Broadcast Bureau granted transfer of control of Aurora FM Inc. from Vincent G. and Jeanne M. Coffey, and Ray Sherwood (as group, 100% before, none after) to Stevens Communications Corp. (none before, 100% after). Consideration: \$343,000. Principals: Dale W. Stevens, president (27%), et al. Mr. Stevens, formerly general sales manager of WIND(AM) Chicago, has majority interest in WMRO(AM) Aurora. Action Dec. 20.

■ **KVCK(AM)** Wolf Point, Mont.—Broadcast Bureau granted assignment of license from Klara Coffey, administratrix of estate of Robert E. Coffey, to Hi-Line Broadcasting Co. for \$110,000. Buyers: Richard C. Fisher and Howard Rasmussen (each 50%). Mr. Fisher is general manager of KVCK. Mr. Rasmussen owns and operates Wolf Point Implement Co., farm equipment sales. Action Dec. 20.

■ **KEYD(AM)** Oakes, N.D.—Broadcast Bureau granted assignment of license from Farm States Radio Co. to Berry-Iverson Company of North Dakota Inc. for \$55,000. Sellers: Maynard Sands (50%), et al. Buyers: Ronn L. Iverson (50%), Alfred G. Berry (43.4%), et al. Mr. Iverson is operations manager of and has 40% interest in KSDR(AM) Watertown, S.D. Mr. Berry is presi-



dent and general manager of and has 60% interest in KSDR. Action Dec. 20.

■ **WNAD(AM)** Norman, Okla.—Broadcast Bureau granted assignment of license from University of Oklahoma to Oklahoma Communications Inc. for \$225,010. Sellers: John Dean, vice president for university relations, et al. Buyers: Don Hubert McLeland (51%), and John M. Borders and Larry Gene Ashcraft (each 24½%). Mr. Borders is employed by Texas State Network as program consultant and sales manager for KFJZ(AM)-KWXI-FM Fort Worth; WNOR-AM-FM Norfolk, Va., and KEYS(AM) Corpus Christi, Tex. Mr. Ashcraft is manager of Texas State Network. Mr. McLeland has interests in Wood Building & Land Co., Fort Worth, and has various real estate interests, also in Fort Worth. Action Dec. 20.

■ **KLBM(AM)** La Grande, Ore.—Broadcast Bureau granted transfer of control of KLBM Inc. from Gordon L. Capps, Gary L. Capps, David N. Capps and Charles E. Harland (as group, 70.33% before, none after) to Kenneth L. Lillard (29.67% before, 100% after). Consideration: \$123,240. Principal: Mr. Lillard is vice president and manager of KLBM. Action Dec. 20.

■ **WLKW-AM-FM** Providence, R.I.—Broadcast Bureau granted transfer of control of Radio Rhode Island Inc. (licensee of WLKW(AM) and parent company of Charles River Broadcasting Inc., licensee of WLKW(FM)) from Alexander M. Tanger (100% before, none after) to McCormick Communications Inc. (none before, 100% after). Consideration: \$710,667. Principals: Technical Operations Inc. (80%) and William M. McCormick, president (20%). Technical Operations is publicly held Dela-

ware corporation engaged in construction, contract research, nuclear radiation products and services, scientific instruments and solid-state devices. Mr. McCormick was associated with RKO General from 1952-72, most recently as area vice president for TV at RKO's WHCT-TV Boston and WNAC-TV Hartford. Conn. Action Dec. 21.

■ **WWHY(AM)** Huntington, W. Va.—Broadcast Bureau granted transfer of control from George H. Clinton (80% before, none after) to Husco Broadcasting and Electronics Corp. (none before, 80% after). Consideration: \$205,000. Principals: Richard H. Hustead (36.4%), W. R. Goff, Jr. (4.6%), et al. Mr. Hustead is vice president and manager of WWHY. Mr. Goff is half-owner of Pianella's Dress Shop in Parkersburg, W. Va. Action Dec. 22.

## Cable

### Final actions

■ **WHNB-TV** New Britain, Conn.—FCC denied motion by Connecticut Television Inc., licensee, requesting that commission process all applications for certificates of compliance for cable television systems in Connecticut in single proceeding. Action Dec. 20.

■ **Leon county, Fla.**—FCC granted application for certificate of compliance by Video International Inc., proposed operator of cable TV system in certain unincorporated areas of Leon county. Grant is conditioned upon submission of appropriate franchise from Leon county board of supervisors. Action Dec. 20.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 2. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Perris, Calif.**—City council awarded franchise to Riverside Cable Corp. Firm will charge \$10 for installation and \$5 per month.

■ **Boulder, Colo.**—Teleprompter Inc. and Community Telecommunications Inc. have applied for franchise.

■ **Brookville, Ind.**—Town board granted franchise to Connerville Cable TV Inc., Connerville, Ind.

■ **Boardman, Ohio**—Township trustees granted franchise to Armstrong Utilities Inc. Firm will charge \$15 for installation and \$5.50 monthly.

■ **North Charleston, S.C.**—Cable Video Communications has been awarded franchise.

■ **Johnson City, Tenn.**—City commissioners passed ordinance granting franchise to TV Cable Co., subsidiary of Sammons Communications Inc. of Dallas. Under contract, company will pay city not less than \$7,500 annually.

■ **Farmersville, Tex.**—City council granted franchise to Tri-City Cable Co.

# Classified Advertising

**Payable in advance.** Check or money order only.

**Copy:** Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

**Replies to ads** with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

**Applicants:** If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

### Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢ per word—\$5.00 minimum.
- Add \$1.00 for Box Number per issue.

### Rates, classified display ads:

- Situations Wanted (Personnel ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

**Agency Commission** only on display space.

**Word Count:** Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code count as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

## RADIO

### Help Wanted Management

**Wanted:** Mature adult to assume responsibility as administrative radio executive, involving program, management and sales. Good salary plus benefits, plus stock. Box M-146, BROADCASTING.

**Station Manager.** Eastern Shore rural station. Responsible individual experienced in programming, operations and sales. Excellent opportunity at attractive salary and other benefits for qualified person. Send complete resume to Box A-5, BROADCASTING.

**Professional General Manager** with top sales experience for growing Midwest station with great potential. Excellent salary and incentives. Stock option for right man. Send resume to Box A-9, BROADCASTING.

## Management Continued

**Chicago based station group** has an opportunity for an effective, experienced manager to assist in operation of existing properties and evaluation and development of acquisitions. If you can bring ideas with you and work within policy we have an unusual opportunity. Please give all details and requirements first letter. Our employees know of this ad. Thank you. Reply Box A-16, BROADCASTING.

**Broadcast business manager.** Experienced professional needed to manage Accounting Department of high billing, major market station. Will be responsible for over-all cost accounting, profit projection and budgetary control. Minimum three years experience, CPA desirable, but not mandatory. Send written resumes to Box A-27, BROADCASTING. All replies strictly confidential. An Equal Opportunity Employer.

**Farm News Network** requires expansion. Innovations welcome. Send resume, salary requirements. Box A-36, BROADCASTING.

## Sales

**Assistant Sales Manager** for AM station in border Midwest major market. Please send basic statistics to Box M-78, BROADCASTING.

**Can you sell?** Do you like to sell, to increase your billing, win prizes, cash bonuses, trips. If you are experienced, and a hard worker, these rewards are well within your grasp, in one of California's fastest growing markets. Box M-134, BROADCASTING.

**South Dakota aggressive full time MOR station** seeks experienced, hungry salesman with play-by-play, ideas, drive. Reply with resume and picture. Box M-161, BROADCASTING.

**All salesmen in ethnic radio.** If you want a top station to sell, we have it for you. Major Midwestern market number 1 in Pulse in general market survey. Sales list completely wide open. Can earn 20 thousand a year or more. Send complete resume including photograph and salary requirements. Box M-173, BROADCASTING.

**Looking for a challenge?** This could be it. Manage, program and sell a currently automated (but doesn't have to be) FM station with background music in a competitive city of almost 20,000 in the Southeast. License and equipment are here. You provide the rest. Let's talk. Box M-178, BROADCASTING.

**Multiple station owner** seeking aggressive young salesman ready to move up to sales manager. Must have three to five years experience on the street. 20,000 plus annually and chance for station management. Send complete resume first time to Box A-3, BROADCASTING.

**Small market New England radio station** has opening for salesman, experience necessary. Active account list, guaranteed salary plus commission, fringe benefits. Send photo, resume and requirements to Box A-51, BROADCASTING.

## Sales Continued

**Good small market station** (10,000 plus) in Southeast Ark. Has opening for top flight salesman-announcer with management potential. Send complete resume and tape to Barry Medlin, KAGH, Crossett, Ark. 71635.

**Will pay 30% commission** to qualified copy-oriented radio salesman. Experience and good recommendations necessary. City of 80,000. E. C. Stangland, Manager, KCHF Radio, Sioux Falls, S. Dakota 57101.

**#1 Suburban AM station** in LA area needs sales rep. to handle local and agency accounts. If experienced and have strong track record will receive \$800-1000 guarantee plus car. Available account lists have generated \$18-24 thousand annually. Opportunity for local sales manager. Dean T. Wickstrom, Gen. Sales Mgr., KWOW.

**WEEZ Radio**, two way talk and hard news, serves Philadelphia-Wilmington Corridor. Due to expansion, we are looking for a few good men. Former Marines, Rangers, Green Berets with combat experience preferred. Must be broadcast sales experienced, well groomed, articulate, ethical, creative. Qualified? Send detailed letter-resume to Platoon Leader, WEEZ Radio, Chester, Pa. Salary \$175 weekly, plus draw against 6% net collections. Confidential.

**Central Florida.** This MOR station is growing and needs a salesman with small market experience. Salary, plus commission, hard work earns better than average income. WJCM, Sebring, Fla.

**Sales Manager**, for small-medium market AM-FM north New Jersey area. Excellent salary and benefits. Contact Ralph Rood, WNNJ, Newton, N.J. 201-383-3400.

**I responded five months ago**, found great market area! Now building sales staff. If you can sell, want good market, great potential, write me all info first letter: Reisinger, WPDC, Box 1600, Elizabethtown, Pa. 17022.

**Seasoned pro.** Self-starter for only station in fastest growing county in New York state. Immediate employment. Contact Al Etkin, Mgr., WPUT, Brewster, NY 914-279-7171.

**San Francisco—Major radio station** will soon have opening for man or woman thoroughly experienced in retail sales. Excellent income potential with management opportunities. Applicant should document retail activity in terms of billing, including case histories on approach, sales concept, presentation, account track record, etc. For confidential initial consideration, send resume, photo and supporting material to: Broadcast Marketing Consultants, 216 World Trade Center, San Francisco, Calif. 94111.

## Announcers

**Radio Announcer.** Southeastern station seeks experienced man who has good references and is a pro—who can obtain and hold an audience. Send tape, picture, resume and salary requirements. Box M-163, BROADCASTING.

## Announcers Continued

**Announcer/Program Director:** Southwestern Ohio station needs young, better than average man with programming knowledge of Upbeat MOR, Contemporary and Rock. Good opportunity to grow with a new company. Send tape, photo and resume to Box M-165, BROADCASTING.

**NE adult MOR** quality 5,000 watt AM/FM Stereo needs mature pro to communicate with VIP market. Our sound is Shearing, Sinatra, Mancini. Polished product. 45 min. NYC. Warm, seasoned broadcaster, or young up and comer with serious attitude. Send 7 1/2 IPS non-returnable tape, resume and salary requirements. Equal Opportunity Employer. Box M-168, BROADCASTING.

Experienced morning man-salesman needed for station in Southeastern city of 17,000. Salary plus commission adds up to fine income. Resume plus tape to Box M-177, BROADCASTING.

Rapidly growing top rated Eastern market MOR station seeking experienced drive time top jock. Must send tape and resume. Equal Opportunity Employer. Box A-2, BROADCASTING.

Announcer needed at Virginia Country Music format station. 5 KW daytime in college community. Good place to live and work. Stable staff. Send resume, tape and salary requirements to Box A-34, BROADCASTING.

**Fla. growing chain** needs: 1st-CE to maintain gear and handle light evening announc. shift; 1st-annr/sales dj combo man pro for major daytime show; 1st-for all nite soft-soul/jazz/talk show. Could be greatest opportunity for a real veteran pro. Veteran sales pro to build new block in medium resort market. We offer permanency. A career growth. All fringes and being a member of one of the finest broadcast teams in the South. An Equal Opportunity Employer. Box A-35, BROADCASTING.

**Midwest Top 40** needs morning personality with ability for some production. A group station within a growth company offering a secure future. Only those searching for permanence should apply. Rush resume, earnings, references, air check and production samples to Box A-44, BROADCASTING.

Five kilowatt fulltimer needs Contemporary announcer with newcasting ability. Sales on commission in addition to salary is also available. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico 88240.

Need two professional announcers, 1 for night shift and 1 dj, heavy sports play-by-play. Must be experienced professionals. Send resume, air check, picture to: PD, Box K, Greeley, Colorado 80631.

ABC owned FM stations look for Rock 'N Stereo on air talent. Send tape and resume to Dale Pon, 1330 Ave. of the Americas, New York, NY 212-LT 1-7777.

## Technical

**Engineer.** Seattle Classical Music station has opening for qualified engineer with experience in thorough preventive maintenance of RCA AM 1KW xmr, plus adequate voice and experience in classical board work. Send resume, references and tape to Box M-103, BROADCASTING.

**Chief Engineer—young** pro specializing in Top 40 audio. Major station East Coast. Box M-119, BROADCASTING.

**Chief Engineer** for established major deep South 5KW AM, and 100KW Stereo FM. Exceptional opportunity for a young sound specialist with a super-sensitive ear for top quality audio. Facilities include brand new studios. Excellent fringe benefits, including a house. Salary commensurate with ability. Send picture, complete resume, including references, to Box M-139, BROADCASTING.

**Midwest AM** needs experienced chief engineer. Good salary. Minimum board work. Reply Box M-162, BROADCASTING.

**Chief.** Prefer young, Top 40 specialist strong in both directional and audio experience. Excellent equipment, good working conditions and can meet any salary requirements based on ability and experience. Immediate opening. Box A-20, BROADCASTING.

**Man with first ticket.** WAMD, Aberdeen, Md. 21001.

**Opening for Chief Engineer** for Albany, Georgia, AM-FM. Must be strong on maintenance. Send resume to WUJM, Cordele, Ga.

**Combo chief,** limited announcing, strong on preventive maintenance. Contact Charley Gaylord, Box 100, Ronceverte, West Virginia 24970.

**Immediate opening;** qualified maintenance engineer for directional AM-Stereo FM. Announcing optional. Good equipment, newer building. Relaxing sportsman's country. Call 715-258-5528.

## Technical Continued

**Chief Engineer.** Immediate opening for 5,000 watt directional AM. Strong on maintenance. Call 609-267-8200.

**Radio station engineer** for AM/FM station in Tucson, Arizona. Must have FCC 1st class radio telephone license. Send resume and pay requirements to: Engineering Dept., Box 15406, Phoenix, Arizona 85018.

**Immediate opening,** experienced chief, directional AM, house available, contact Bill Moon, 1218 South Main, Normal, Ill. 309-829-3333.

**Biggest little radio station** in the world needs help. I have twelve Ampex's, three studios, automation, remote control, 50 KW FM, 5 KW AM DA. Need someone to help me keep it all from crumbling to the ground. If you're tired of sitting around watching meters wiggle, call me. 304-292-6301. Ask for Jim Murphy. No geniuses, and hold the resumes.

## News

**News Director** medium market central Virginia ABC affiliated. Dedicated professional delivery. Send tape, resume, references and salary requirements to Box M-175, BROADCASTING.

**News Director** wanted for fulltimer in Southwest. Send resume and tape . . . will be returned. Box A-4, BROADCASTING.

**News Director.** Fulltime ABC entertainment affiliate with strong emphasis on news. You must have experience running an excellent news operation, be a good radio newsmen and leader. In return you will be paid well with excellent fringe benefits. Send picture, resume and tape to Richard A. Jacobs, WFIR, Box 150, Roanoke, Va. 24002. EOE.

## Programing, Production, Others

**Need experienced Program Director** for medium size Midwest market. Knowledge of Modern Country format helpful but not essential. We want a creative person with strong personality that can guide and motivate people to their fullest potential. Salary negotiable. Fringe benefits. Box M-64, BROADCASTING.

**Program Director** that can pull an air shift and knows the new sound of Contemporary Soul. Minority groups encouraged to apply. No drifters. Big voice. Salary open. Please send tape, resume, salary requirements and recent photograph in first letter. Box M-142, BROADCASTING.

**Hartford, Connecticut area.** Programming operations, announcing, copy writing. Opportunity for advancement. Send resume, salary requirements. Box M-166, BROADCASTING.

**Multiple station owner** needs PD for Black programed station in competitive market. Must be experienced, stable and a go-getter. A good station needs rebuilding. Tape and resume to Box A-13, BROADCASTING. An Equal Opportunity Employer.

**Production-Promotion Wizard.** We want a self starter who can conceive and produce spectacular Top 40 promotions and commercial production for a station that believes in both. Contact Arnold Lerner, WLLH, Lowell, Mass.

## Situations Wanted Management

**Manager** available now. Proven successful background. Know promotions, programming, and FCC. A real money maker. Box M-156, BROADCASTING.

**NY, NJ or Pa.** Have proven track record in your market. Looking for good local station that wants management experience. Can lead, direct, motivate, and sell. Complete knowledge of AM/FM broadcasting, programming and sales. Box A-19, BROADCASTING.

**Station Manager? Operations Manager? Program Director?** Professional first phone broadcaster presently employed as Station Manager, seeks stable operation. Wide programming background. Box A-40, BROADCASTING.

## Sales

**Radio salesman** hunting for job in Washington, D.C. metro area. 3 years selling experience Baltimore market. Call 301-833-9027.

## Announcers

**DJ,** tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

**Talk show host:** experienced talk show host including success in Los Angeles, Strong demographics as well as strong ratings. All markets considered. Box M-143, BROADCASTING.

## Announcers Continued

**Personality plus.** Experienced articulate and Black. Ambitious, versatile, soul jock for hire. For tape and resume write Box M-150, BROADCASTING.

**1st phone announcer,** newsmen looking for good medium market position. Hard working. 703-941-5317. Box M-154, BROADCASTING.

**Northeast preferred.** Experience (eight years) with enthusiasm. Employed. First phone. MOR or CW. Awaiting the right opportunity. Box M-172, BROADCASTING.

**I want that first break!** Good airtape, 3rd endorsed, am ready now. Robert, 806-372-9234. Box A-8, BROADCASTING.

**Male dj position** wanted. Will relocate. Experience limited. 3rd endorsement, hard worker, reliable. Box A-11, BROADCASTING.

**Recent broadcast school grad.** No experience. Will go anywhere, do anything for small salary. Box A-22, BROADCASTING.

**Improvvisatori** (also generally extemporaneous wit), 3rd phone, can tap dance, twirl baton and have great balancing act for radio, free to relocate within 4 1/2 miles of Spokane, Wash. Write: Jack Gordon, 4193, same city, 99202. \$31.72 minimum.

**I want that first break!** 3rd endorsed, 21, single Will send tape and resume upon request. Robert W. Neal, Jr., RD #1, Box 170, Blairsville, Pa. 15717. 412-459-6149.

**Five years** broad base experience in personality radio. Desiring Top 40 jock position or possibly PD. Married, 26, will relocate. Alan J. Bianco, 1825-13 Shoshone Dr., Lafayette, Ind. 47905. 317-474-1319.

**Female announcer.** Album Rock, mellow voice, experienced, intelligent. I'm going to be the warmest, best lady disc jockey. Can we help each other? Ruth Anderson, 703 Grand Ave., Ames, Iowa 50010.

**Announcer/copywriter.** Deep voice best suited to non-personality quality format. Barry Ritenour, 727 Martin Ave., Fond du Lac, Wisc. 414-921-4291.

**Country jock.** Prefer central time location. First phone. Experienced. Tuesday thru Saturday. 9-5 days CST. 701-572-7740.

**Experienced dj** looking for Top 40 or MOR station. Family man, young, aggressive, newscaster, salesman, big voice. A love for all music—also plays a few instruments. 3rd phone, tight board, dependable, creative, versatile. Can follow instructions. Willing to relocate. G.P.O. Box 1756, New York, N.Y. 10001.

## Technical

**Major market chief** has dynamite Top 40 audio for pro broadcaster who can taste number one. 28, degrees, married, etc. and proven track record, East coast. Box A-29, BROADCASTING.

**23 yrs. radio.** 16 yrs. Chief Engineer AM-FM-DA. Experienced wiring and installation. Prefer Eastern States. Box A-42, BROADCASTING.

**What can you offer?** Family type man, 12 years experience, have first class license, experience includes Chief Engineer, Program Director, and some management. All letters answered. Box A-43, BROADCASTING.

**Experienced 1st ticket engineer.** Young and reliable desires FM Stereo or TV station with good working conditions in a chief or staff engineer position in Washington, D.C. area. Box A-54, BROADCASTING.

**1st phone technician.** Solid electronic training. Looking for practical experience. Salary very negotiable. Vincent Topazio 914 YO 9-4106.

## News

**As sports director** of small market television station, I have become proficient in on-the-air reporting, film production, and interviewing. I also have extensive radio play-by-play experience. A Northwestern University graduate, I'm looking for step upward to combine TV and possible radio play-by-play work. Box M-11, BROADCASTING.

**I've been a reporter** in Washington, D.C. for six years. Best reporting, general assignment, documentaries, editorials, talk show. Presently news director at major station. I'm looking for a stable position in radio or television in a market large enough to provide a livable salary, small enough to let me live in the country. All inquiries considered. Box A-21, BROADCASTING.

**Experienced,** young news director seeks sports position with news or sales in competitive radio TV market. Box A-23, BROADCASTING.

## News Continued

Practical, hard working, professional, experienced young journalist currently successful in medium market sales, but bored. Want back into news. Seek responsible, demanding news director, network bureau, or O&O job. Former medium market news director, six years R-TV, outstanding references all previous employers. Missouri journalism graduate. Box A-24, BROADCASTING.

Major market journalist, plus news, public affairs, Peabody, Ohio State, Abe Lincoln, Gavel, SDX, (5) Freedoms Foundations, (2) American Optometric Associations, National Mass Media Brotherhood, American Legion Fourth Estate, eleven AP, plus fifty others. Commendations: Presidential, U.S. Senate, Congressional Record, state governor, (10) resolutions state legislature. Presently at liberty. Seeking powerhouse dedicated to community involvement. Box A-28, BROADCASTING.

'Tis the season for giving. Give me opportunity, I'll give you hard working newsmen. Can do sports also. Will relocate but prefer Midwest. Call Jim 502-452-6420.

Newsman—recent broadcast, experienced reporter. Will relocate. Susan McNatt, 14306 Lowe, Riverdale, Ill. 60627. Call 312-849-2303.

Recent M5 in Communications seeks RTV newsmen position. Third phone endorsed, experience film/air, will relocate. Resume and references on request. William Briggs, 1510 S. Bascom, #63, Campbell, Calif. 95008. 408-371-4525.

Radio coverage from Capitol Hill of your local Congressional delegations. Call Connie Lawn at 202-225-5215 or 202-338-5844.

## Programing, Production, Others

Program Director operations manager. All MOR formats. Creative programmer, skillful administrator. Excellent voice. Seek new opportunity. Box A-47, BROADCASTING.

Experienced, aggressive personality/PD wants air shift/production challenge in Rock or Contemporary MOR format, position optional. Solid track record, including creative work at ad agency. Top 40 markets only. Box A-49, BROADCASTING.

Programmer-Broadcaster, 13 years experience. Versatile, on or off air. Will relocate. Top references. Steve Dunn, 203-288-1412.

## TELEVISION

### Help Wanted Management

Director of Marketing. Group broadcaster needs 5 MBA graduates to fill newly created positions at our 5 television stations. Station sales experience desirable. Candidates selected will be in charge of all marketing services at each station and be groomed for top level management positions. Send resume to Box M-115, BROADCASTING.

General Sales Manager. Top 10 market VHF network affiliate. Income range \$45,000 to \$50,000 per year. Rush resume to Box M-116, BROADCASTING. Completely confidential.

Television Station Manager. Are you the person for a unique and challenging opportunity in the field of educational television? This new position encompasses responsibility for planning, coordinating and directing the activities of the brand-new ET station, KLCB-TV Channel 58, operated by the nation's second largest school district. This station will serve the entire greater Los Angeles community. Starting salary of \$27,000 per year with two annual increases of approximately \$1500 each. Minimum requirement of four years' supervisory experience in development, production and scheduling of cultural, educational and public affairs TV programs. Administrative experience in the TV field is desirable. Selection will be competitive by examination. Applications must be on file by February 2, 1973. Call (213) 749-6606 for an application, or write: Classified Recruitment, Los Angeles Unified School District, P.O. Box 2298, Los Angeles, California 90051.

### Sales

TV Salesman. Chicago network owned and operated station. Opportunity to advance into national sales in 1 or 2 years. Thirty-five thousand approximate first year income. Mail resume to Box M-114, BROADCASTING.

#1 TV in three station Southern California market needs you if you can sell, go back and sell again. Salary, incentive, fringes. Send resume—all information confidential, to Box A-10, BROADCASTING. An Equal Opportunity Employer M/F.

## Technical

Television Tech., exp. operation and maintenance of color cameras, video tape recorders, etc. Willing to travel and share driving. Good pay for good man. Send resume stating experience and salary requirements to Box A-48, BROADCASTING.

Needed immediately: systems techs with at least 5 years experience with 1200's, TR-70's AVR-1's cameras (Broadcasting color), HS 100's and 200's in Chicago area. Positions are with an international production house. Full benefits and salary commensurate with experience. Please send resume to Editel Productions Inc., 1920 North Lincoln Ave., Chicago, Ill. 60614.

Gravco Sales, Inc., a subsidiary of the Grass Valley Group, Inc., needs a regional salesman for the Northeast area. A strong technical background in broadcasting is essential. Please send a resume to Robert E. Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, NY 11021.

UHF transmitter engineer 1st class ticket. Immediate opening. Salary \$9,131 to \$11,540 plus 2 longevity steps. Excellent fringe benefits. Contact Mr. Don MacCullough, Dade County Public Schools, Rm 210, 1410 NE 2nd Ave., Miami, Fla. 33132.

Studio technician for color equipment: First phone required, Hollywood location. Must be experienced. Transmitter engineer: GE 10 KW Klystron TT25A, RCA Microwave, run proofs, M. Wilson location. Send resume Box 286, La Canada, Calif. 91011. 213-790-2566, Mr. Myers.

## News

Young, aggressive working newsmen to co-anchor top 60's market upper Midwest network affiliate. The man we seek may now be weekend back-up man just waiting for "that opportunity." Resume and VTR required. Box M-53, BROADCASTING.

Major Western market desires experienced, aggressive News Director. Box A-7, BROADCASTING.

Newsman-photographer for medium market Midwest station. Experience with Houston-Fearless Mini-Color Processor desirable. Good opportunity to grow with young, aggressive news department. Box A-15, BROADCASTING.

News cameraman. Northwest Top 30 affiliate seeks experienced newsfilm cameraman/editor. Send resume, work sample and picture to Box A-38, BROADCASTING. An Equal Opportunity Employer.

Two photographer-editors wanted for the most demanding job in television. Creative, controversial weekly primetime documentary magazine. Must be experienced, capable and cheerful in the face of adversity. Send sample resume to Public Affairs Unit, WCCO Television, 50 South 9th St., Minneapolis, Minn. 55402.

## Programing, Production, Others

Director-Announcer. Media market VHF needs two talented director-announcers. Advancement available with Equal Opportunity Employer. Send resume, references and salary. Box M-148, BROADCASTING.

Strong Director to direct complicated news in competitive top 25 market. Box A-32, BROADCASTING.

Producer-Copywriter Midwest VHF Top 50 market. Must be creative and have knowledge of local video tape-film production. Able to work directly with client-agency. Equal Opportunity Employer. Contact George Leh, Production Manager, WJRT-TV, Flint, Mich.

## Situations Wanted Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

TV sales position desired. Washington, D.C. metro area. 3 years selling experience in Baltimore market. Call 301-833-9027.

## Announcers

Sports or news in TV. Have 4 years experience in radio. Single, 28, veteran, 3rd phone. Southeast area. Box A-14, BROADCASTING.

## Technical

Engineer, first phone, experience AM, FM and TV. Presently employed. Experienced installation and maintenance. Technical school graduate. Resume and photo. Box M-111, BROADCASTING.

Experienced video tape operator editor seeking position with production house or station with heavy tape commitment. Willing to relocate. Box M-164, BROADCASTING.

## Technical Continued

Aggressive, young engineer seeks move up to management position. BS degree. Married. Experience: television, FM, AM Directional, construction, consulting. Box A-46, BROADCASTING.

## News

As sports director of small market television station, I have become proficient in on-the-air reporting, film production, and interviewing. I also have extensive radio play-by-play experience. A Northwestern University graduate, I'm looking for step upward to combine TV and possible radio play-by-play work. Box M-11, BROADCASTING.

Major network director/producer. Heavy news background. Professional, experienced, young and aggressive. Currently employed in NYC. Willing to relocate for the right opportunity. Contact me at Box M-174, BROADCASTING.

Presently employed newscaster with seven years experience now in top forty market seeks move up. Resume, etc. available. Box A-17, BROADCASTING.

Investigation and/or research. Background in both (MP training and Ph.D.). Writing experience. Pilot. Box 8841, Washington, D.C. 20003.

## Programing, Production, Others

I've made marionettes with lip movements that are elements for a TV show. Need producer. Jack R. Leven, 5100 Monument Ave., Richmond, Va. 23230.

## CABLE

### Help Wanted Technical

Technical Director: Individual familiar with installation and maintenance of all kinds of videotape recorders; film experience helpful; permanent position with major corporation subsidiary in Eastern metropolitan area. Write Box A-6, BROADCASTING.

## WANTED TO BUY EQUIPMENT

Need all equipment for new FM 3KW, 334 ft. tower. Send full info, description, price. WAXU, Box 516, Georgetown, Ky. 40324.

Wanted: One 700 to 1000 ft. guyed antenna, used but in good condition, 40 to 50lb. windload. Contact: Floyd Hubbard, Radio Station WVJS, Box 371, Owensboro, Ky. 42301.

Audiotechniques, Inc. wants to buy your used Schuller Model 280 series tape recorders, any width from quarter inch to two inch. Write or phone Bob Barliner or Ham Brosious giving condition, serial number and configuration. Audiotechniques, Inc., 142 Hamilton Ave., Stamford, Conn. 06902. 203-359-2312.

Wanted: Type accepted 12GHZ microwave equipment. Wolverine Cablevision, Inc., 327 W. Columbia Ave., Battle Creek, Mich. 49015. Phone 616-962-6216, Mr. Hartson.

1 5 KW Gates transmitter 5-8CP-2. State availability, price and condition. Contact Dave Debras, WLOB Radio, 779 Warren Ave., Portland, Maine 04104. 207-775-2336.

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Ilwaco St., Laredo, Texas 78040.

Need new or good used 3 inch I.O. camera tubes and low channel frequency determining parts for RCA 6806 cavities. KLOC-TV, Modesto. 209-529-2024.

## FOR SALE EQUIPMENT

RCA TK-27C film camera and TP15 multiplexer with TK-21 mounting hardware for two camera operation. Both used 90 days, like new, in storage, complete. Box A-1, BROADCASTING.

For Sale: Color mobile unit consisting of three (3) GE PE-350 camera chains, vertical interval switcher with special effects, air ride truck with gate. Excellent condition. Write Box A-52, BROADCASTING.

U.S. Gov't. surplus. Save 75% on video tape! De-gaussed, guaranteed! Top brands—Scotch, Ampex, Memorex. 1/2"x7200", \$12.50; 1"x3600", \$10; 2"x3600", \$15. Brand new Ampex 779, 2"x3600", \$25; 10/2225, FOB Houston. GENSCO, Box 14628, Houston, Texas 77021. 713-748-3350.

Alford type 1052 Diplexer Filter, 500 ft. rigid 3/8" coax with bullets and hangars, 5 sections Alford Ch. 9 antenna. All in excellent condition. Priced to sell individually or as a package. Contact Reggie Moffat, Mid-Fla. TV Corp., Box 6103C, Orlando, Fla. 32803 or phone 305-841-5040.



## For Sale Equipment Continued

Gates 1 KW FM1B transmitter good condition operating KNBY-FM, Newport, Arkansas. Increasing power. Priced for immediate sale. 501-762-2093.

Schafer 800 mono brain, good condition. Best offer. KOZN-FM, 630 Ash, San Diego, Calif. 92101.

10 KW Collins 734A FM transmitter complete with hundreds of spare parts and tubes. Includes GEI Stereo exciter plus 67 KHZ generator. \$2350 total. Buyer moves. However, we will help dismantle and load. Jim Tillis, WDLF-FM 904-736-2000.

Collins 830F-2A 10 KW FM 1 KW driver Stereo mint. Available summer '73. WFAW, Box 94, Ft. Atkinson, Wisc. 53538.

Consoles-McMartin has the finest 5 & 8 channel mono/dual/stereo consoles on shelf and available for immediate delivery. Contact Sales Department, Dept. "D", McMartin Industries, Inc., 605 North 13th Street, Omaha, Nebr. 68102. 402-342-2753.

Heliast-styroflex. Large stock-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623.

RCA BW-74 Stereo monitor, McMartin TBM 4000 modulation monitor (FM), Schaefer RC-20 remote control studio and transmitter units, Moseley PBR-30 remote control set-audio line, no DC 30 channels metering and control, RCA WO-83 audio oscillator, Federal 101-C field strength meter, Precision 915 tube tester. Please contact William Ryan for further information on the above. 219-447-5511.

1-VR1100. All available accessories including 6 heads. Excellent condition. \$13,000. 4-Marconi Mark IV Camera Chains including approximately 600' camera cable. \$500 each. 1-Varotal Mark V Lens. \$3,000. 1-RCA Video Switcher. Model #PTS-1-8/3A. \$1,000. WCNY-Syracuse. Paul Barron, 315-457-0440.

One (1) Becht, reel to cassette, duplicator, demonstrator, 4 track Stereo or 2 track mono. Price \$1950. 312-668-5802. D. Russell, 213 E. Lincoln, Wheaton, Ill.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8507, Pensacola, Florida 32505.

Cartridge tape equipment-New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

## INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas\*\*\* 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston\*\*\*, 3518 Travis.

Elkins in San Antonio\*\*, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in Atlanta\*\*\*, 51 Tenth St. at Spring, N.W.

Elkins in New Orleans\*\*\*, 2940 Canal.

Elkins in Minneapolis\*\*, 4103 E. Lake St.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis\*\*\*, 1362 Union Ave.

Elkins in Nashville\*\*\*, 2106-A 8th Ave. S.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date April 11, June 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phone Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

## Instruction Continued

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. \$(10.00 with broadcast endorsement) 2nd. \$(12.00), and 1st. \$(16.00), phone exams; complete package, \$25. Research Company, Dept. 8, 1630 Woodfern Dr., Homewood, Alabama 35209.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed retests! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First Class Ticket in 3 weeks or less. Start January 8, 15, 22, or 29th. VA approved. Tuition \$330.00 American Institute of Radio, 2622 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-2480

Elkins Institute in St. Louis. 314-752-4371. First Class FCC license.

## COMEDY MATERIAL

30 Minute pop-in tapes. 500 One-liners, Sexy Secretary! \$10. Sample \$2. Free brochure. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

Funny! Professional Comedy. Sample only \$1. Sunshine Comedy Service, Room 23, Box 4636, Jax, Florida. 32201.

Professional comedy material Servicing the Stars for 30 years. "The Comedian" Monthly \$45 yr. "Anniversary Issue" \$30. 35 Fun-Master gag files \$45. Billy Glason, 200 W. 54th St., New York, N.Y. 10019.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Music for Sale: 65-3600 ft. reels-half track, two-direction, 3 1/4 IPS mono MOR music. Five reels of Christmas included. Make offer. 308-632-7121. Box 239, Scottsbluff, Nebr.

Announcers, engineers: Increase your income. Information free. Sceptre, 4812 Imperial Terrace, Louisville, Ky. 40216.

## RADIO

### Help Wanted

## NEW MEXICO IS A GOOD PLACE TO LIVE

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements. New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, N. Mex. 87106

## Help Wanted Management

### OWNERSHIP

General Manager position and ownership opportunity available with major market station in top Southeast location. Salary range, \$30,000 to \$35,000 per year plus 10% of ownership to be given out of profits. Young, aggressive Program Directors and Sales Managers will be considered for this position. Rush complete resume to President, Box A-18, BROADCASTING. We will not contact previous employers without your permission.

### CHALLENGE

Somewhere in the broadcast industry there is an individual looking for the challenge and the opportunity which could eventually lead to heading up a group radio company. If you feel your background and experience merit consideration, we would be pleased to have you write to Box A-33, BROADCASTING. Please include your minimum requirements. Our staff has read this ad, and your writing us will be held in absolute confidence.

## Help Wanted Sales

### MFRS. REPRESENTATIVES WANTED

AM-FM BROADCAST. EQUIP. MFR. WANTS MFG. REPS (NOW) FOR EAST COAST & MIDWEST. FORWARD PRINCIPAL LIST WITH PERSONNEL RESUME TO:

Box A-30, BROADCASTING

### REPRESENTATIVES DEALERS WANTED

Broadcast cartridge tape equipment manufacturer desires aggressive representatives and dealers for superior product line with wide broadcast acceptance. Many areas available. Contact:

Box A-50, BROADCASTING

## Help Wanted Announcers

### FEMALE ANNOUNCER

Are you a gal with a great voice, professional attitude and 3rd class F.C.C. license? Are you willing to work hard to earn a spot with a major market, group owned adult music station? If the answer is yes, send a resume and audition tape to

Box M-169, BROADCASTING  
An Equal Opportunity Employer

### R & B SOUL

We want to hire a R & B, Soul, jock that's tired of the jive. We're a major market station that will pay top bread for the right man or woman.

Box A-25, BROADCASTING  
An Equal Opportunity Employer

## Major Station Changing Format

Contemporary. Needs all new staff.

Jocks to \$300 weekly.

Newsmen to \$250 weekly.

Send tape and resume to:

Box M-181, Broadcasting

## Help Wanted News

**NETWORK O & O NEEDS A NEWS DIRECTOR WHO IS WILLING TO ACCEPT COMPLETE RESPONSIBILITY FOR A FULL TIME STAFF IN A TOP-TEN MARKET. SEND RESUME, TAPE & SALARY REQUIREMENTS TO BOX M-160, BROADCASTING MAGAZINE.**

An Equal Opportunity Employer. We encourage applications from both sexes and all races.

## Situations Wanted Announcers

### RECORDING STUDIOS

Professional voice. 20 years broadcast radio and television. Versatile delivery. Also experienced editing audio tape.

Don Perrie (Prittie)  
1329 Kensington Road  
Grosse Pointe, Michigan 48230

## Sales Continued

### ACCOUNT EXECUTIVE

Special 1-year training program now available to an experienced Account Executive interested in becoming a Broadcast Management Consultant specializing in executive search. Successful candidate will work closely with television and radio station ownership in human resources development. Qualifications must include college degree, high energy level, superior learning ability, and strong interest in being recognized as an industry leader. Limited travel. Prestigious suburban Chicago offices. Twenty-four thousand annual draw against percentage of billings. Opportunity to earn \$50,000 per year plus stock participation. Call Fred Harms, Vice President, Ron Curtis & Company, 312-693-6171.



## mutual radio networks

During 1973, the world's largest radio network will be expanding its news coverage and operations. We're looking for several extremely competent newsmen of national network caliber to join our team of highly professional reporters and editors serving over 570 affiliated stations through responsible, accurate, fair and balanced newscasts. With a goal of objectivity in reporting facts, our newsmen write and air a bright, alert, authoritative presentation. Do you qualify?

If so, send a tape, resume and picture (no phone calls please) to:

Steve McCormick, Vice President - News  
Mutual Broadcasting System  
World Center Building  
918 16th Street NW  
Washington, DC 20006  
An Equal Opportunity Employer

## Help Wanted Technical

Maintenance/Construction technician with solid experience in live color cameras and VTR. Top Union rates with major Eastern station.

Write Box M-153, BROADCASTING

## WHAS RADIO NEWS EXPANSION

We're 50kw 1-A looking for three broadcast journalists who know:

- legit news.
- the tools of the medium; digging, taping, tape editing.
- disciplined writing.

Tape of complete shift, writing, editing samples, resume to:

Glenn Bastin, Rad News Dir.  
WHAS Radio, Box 1084  
Louisville, Kentucky 40201

## Situations Wanted News

### WANTED A Different Challenge

Experienced radio-TV newsmen, with additional background in wire service, newspaper, and broadcast management, looking for out-of-the-ordinary assignment, preferably foreign.

Box M-118, Broadcasting

## TELEVISION

### Help Wanted Management

#### LOCAL SALES MANAGER

We're one of America's leading television stations and located in a large Midwestern market. Position available as a result of internal promotion. Candidates must have local sales experience and possess ability to develop and implement effective marketing strategy and planning for 6 man local Sales Department. Forty thousand base salary and excellent bonus arrangement. Send resume to Dr. White, Management Consultant, Box M-106, Broadcasting. Your identity will be protected.

## Help Wanted Technical

### CHIEF ENGINEER - RADIO

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# Profile

## An editorialist steeped in news heads the new NBEA

The scene was Washington's Union Station on a blustery November afternoon in 1940. President Franklin D. Roosevelt had just returned to the capital city after winning an unprecedented third term in office. On the railroad platform was Bryson Rash, then a 27-year-old NBC staff announcer. Microphone in hand, he had been broadcasting from the station for 20 minutes, ad-libbing as he awaited the chief executive's tardy debarkation. When the President finally emerged, he gazed down at a mass of reporters, spotted the young, fast-talking man from NBC and chortled: "Look at Rash down there. He doesn't know what he's talking about." To those who know Bryson Rash, it's not necessary to emphasize that the statement was in jest.

Thirty-two years later, Mr. Rash beamed with satisfaction as he ushered a reporter into his office at NBC's WRC-AM-FM-TV Washington. It's a small office, hardly noticeable in the sprawling NBC combine, and definitely not one that could be termed prestigious. It is, rather, a working office, which is more than appropriate since, at 59, Bryson Rash is still very much a worker. It is here that Mr. Rash, as WRC-TV's manager of editorial services, presides over an operation that turns out five station editorials each week. And, at least temporarily, it is also here that the new National Broadcast Editorial Association has its headquarters.

As president of NBEA, which became an independent organization last November at the Radio Television News Directors convention in Nassau, Bahamas, Mr. Rash must plan and execute NBEA's first general convention, now tentatively scheduled for June in Washington, a meeting that some knowledgeable observers feel will determine the success of the new association. Beyond that, it will also be the front-line responsibility of Mr. Rash to canvass the industry's editorialists, to encourage participation in NBEA and, unquestionably, to serve as the guiding force in the organization's search for an identity.

NBEA is not a new idea. Its foundation was laid nine years ago with the initiation of the National Broadcast Editorial Conference, a yearly gathering of broadcast editorialists that did—and still does—maintain close ties with RTNDA and the National Association of Broadcasters. But over the years, there arose a general feeling on the part of the conference's participants that editorialists play a distinct role in broadcasting apart from their newsmen colleagues. That feeling, Mr. Rash says, jelled at the 1971 conference at St. Louis, and led to the drafting of NBEA's constitution.



Bryson Brennan Rash, manager of editorial services, WRC-TV Washington, and president, National Broadcast Editorial Association; b. Aug. 18, 1913, Los Angeles; performer, KMOX(AM) St. Louis, 1925; announcer, KWK(AM) St. Louis, 1933-34; KMOX, 1934-35; WLW(AM) Cincinnati, 1936; joined CBS, Washington, as staff announcer, 1936; joined NBC, Washington, 1937; chief announcer, 1938-40; NBC liaison with White House and State Department, 1940-42; director of special events and public affairs, WMAL(AM)-ABC Washington, 1942-49; anchorman, WMAL-TV 1948-56; newsmen, NBC News, Washington, and WRC-AM-FM-TV, 1956-70; manager of editorial services, WRC-TV, 1970. Education: JD American University, 1941; m. Julie Jenkins, 1940; children—Brennan, 29; Julianne, 26; Emmy award, Washington chapter of National Academy of Television Arts and Sciences, 1962; president, National Press Club, 1963.

NBEA's role, as Mr. Rash sees it, is more as a consolidation than as a political sounding board. The exchange of ideas, techniques and common problems among the nation's broadcast editorialists, he indicates, will be the association's paramount function. He does not anticipate any significant lobbying effort by the association, at least not in its rudimentary phase.

Mr. Rash is confident, however, that NBEA will surmount any problems of infancy and grow into a viable representative body. Response to the initial call for membership, he reports, has been "simply great."

It is this optimism, coupled with the high esteem with which he has been embraced by his colleagues that landed Bryson Rash at the helm of NBEA. "He's one of the most wonderful and charming men I've ever known," said one associate. At WRC, where he has been employed since 1956 (for the past three years as the station's chief editorialist) he is almost universally regarded with affection and admiration. "He has the ability to demand respect without being authoritarian. 'He's sort of a father figure,'" said a fellow worker, who added

quickly, "but not a grandfather figure; he's too progressive for that."

Bryson Rash has been receiving that kind of plaudits for nearly four decades. His career in broadcasting began in 1925, when he successfully auditioned at the age of 12 for the part of Buster Brown on a program sponsored on KMOX St. Louis by the Brown Shoe Co. That first position abruptly ended a year later, through no fault of his own—his voice changed. But after a seven-year "hiatus," Mr. Rash was back in broadcasting, working as an announcer at several Midwestern stations before joining WJSV (now WTOP) Washington in 1936.

A year later, he was hired as a staff announcer by NBC in Washington, where he rose to national prominence, presiding over numerous events at the White House during the fireside chat days of the Roosevelt administration. When the NBC Red and Blue networks split in 1942, Mr. Rash went with ABC, the offshoot of that divorce. He also worked for a while with both ABC and its Washington affiliate, WMAL. During that time he made the transition to news broadcasting. Since then, his journalistic endeavors have been extensive and impressive. In 1947, Mr. Rash arranged for the telecast of Secretary of State George Marshall's testimony before the Senate Foreign Relations Committee—the first time a congressional hearing was covered live by broadcast media. He also provided the principal broadcast coverage for the signing of the Japanese peace treaty in 1951, Senator Estes Kefauver's crime investigations in 1951 and 1952, and President Truman's televised tour of the renovated White House in 1952. He later was responsible for the main network pool coverage of the dispute between the Army and Senator Joseph McCarthy (R-Wis.) in 1954.

For one who has run the gamut in terms of reportage, it might be speculated that Mr. Rash's present position is a welcome respite. But if that is the case, the pressing demands of the job do not seem to justify it. Mr. Rash emphasizes that his principal problem as WRC's chief editorialist is to make "absolutely certain" that the material he airs represents all sides of the issue in question. Mr. Rash acknowledges that it is impossible to please all the people all the time with his efforts. And he is not troubled over taking a position that might prove to be unpopular with the majority of his audience. "We go to the issue and how we feel it should be resolved. If we are in the minority, we will take that stand." But he would not hesitate to modify his position if proved wrong. You're not a hero if you refuse to bend when circumstances justify such a move, says Bryson Rash. "You're just plain obstinate."

# Editorials

## Cheap shot

Antitrust policy in the communications field is more subject to prevailing whims in the Justice Department and the FCC than to whatever standards there are in the law. The latest case in point was initiated by Justice to block the merger of Cox Cable with American Television and Communications. Not to be excluded from the fun, the FCC has asked the companies to prove that the merger would serve the public interest.

The companies have vowed to resist, in the conviction that their proposal is both legal and honorable. It remains to be seen, however, whether that determination will survive the passage of time and the possible disenchantment of stockholders. If it becomes prudent for the companies to scrub their union rather than endure the long litigation that a determined government could generate, Justice will once again have won an antitrust case without proving it decisively in court.

The technique has been used successfully on an even larger scale. As Cox-American officials probably have recalled, Justice was able to frustrate a merger of ABC and ITT several years ago by appealing to the courts to reverse FCC approval. The litigation went on so long that the value of the stocks to be exchanged underwent radical change, and ITT withdrew at the expiration of the merger contract.

Such tactics may win cases, but they cloud the law. The ABC-ITT case was decided by caprices of the market, not by the courts. In a very real sense it was the victim of delay—which Justice has learned to use as a tactical weapon.

In the Cox-American merger there are no criteria—save those invented by the Justice Department—to select it for prosecution while existing cable consolidations of significant or larger size are left to go on expanding. The suspicion must remain that this one was picked for tactical reasons, not for principle. And if that is so, Justice is the most misnamed department in Washington.

## A disclaimer is in order

Last June President Nixon told 30 broadcasters at a White House meeting that his administration would support legislation to stabilize the license-renewal process.

Last month Clay T. Whitehead, whose status as White House spokesman on telecommunications stands unchallenged, delivered an administration bill to the accompaniment of a blast against purported bias in network news.

Last week came the deadline on Florida license-renewal applications. Three groups have challenged the renewal of WJXT-TV, the channel-4 CBS affiliate in Jacksonville owned by the *Washington Post* since pioneering TV 20 years ago. A fourth group has challenged the renewal of the *Washington Post's* channel-10 WPLG-TV Miami, an ABC-TV affiliate.

There is no legal bar, under present law as interpreted by the courts, to such filings by qualified applicants. But when the groups appear to be motivated by what seem to be political and ideological considerations, there is reason for deep concern.

At the June 22 White House "summit" President Nixon urged caution in drafting standards by which an incumbent's record of performance would be judged because of the danger of government censorship in the detailed evaluation of programming. Whatever the applicants for the *Washington Post* stations may contend, they must be counter to the President's warning against standards that would censor. Every broadcaster and every editor is aware of the White House inner-circle bias

against the networks, CBS in particular, and against certain newspapers, with the *Washington Post* in the forefront.

The Whitehead diatribes, the renewal blocks, the boycotting of a *Washington Post* society reporter, came just before the new Congress convened last week. The big drive is for license-renewal relief in the first session. The administration bill, without the objectionable fairness position, or the National Association of Broadcasters bill should be the goal.

Meanwhile, the White House should repudiate any politically contrived or ambulance-chasing applications at renewal time lest the First Amendment is flouted in this democracy, which three years hence—in Mr. Nixon's term—observes its 200th anniversary.

## Flexibility in future

No one can claim a sweeping victory in the settlement of the strike of the International Brotherhood of Electrical Workers against CBS. Indeed there can be no victories in a labor dispute that is featured by violence and sabotage. But the company appears to have won jurisdictional points that take realistic notice of advances in technology.

As described elsewhere in this issue, the allocations of jurisdiction over various electronic production devices seem on balance to avoid the featherbedding that the IBEW originally demanded. If there is a company concession in the stipulation that a union man must be on hand if a director himself manipulates the editing pen on a tape-editing machine, there are union concessions in the use of nonunion personnel for other functions. Whether the IBEW members admit it or not, the union has relinquished its blanket claim to authority over jobs that may be created by new technologies.

The old days of union power to veto or frustrate the introduction of innovative hardware and techniques are ill suited to an enterprise that is inherently involved in electronic advancement. Printers are still setting bogus type at newspapers, at frightful waste of money and manpower. There is no room in broadcasting for that kind of nonsense.



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